

Hosting iconic international events offers a fantastic opportunity for venues and host nation to create a lasting legacy. Offering a great welcome will ensure that visitors remember them as professional, organised and friendly.

Background

Attracting over 60,000 visitors, and millions tuning in worldwide, the Eurovision Song Contest is an amazing opportunity for a country to demonstrate its welcome on the world stage. The 2017 competition was hosted in Kyiv, Ukraine.

Large-scale events can only be delivered with large numbers of well trained and managed volunteers. As part of the collaborative partnership between the National Television Company Ukraine, Kyiv City and the British Council, People 1st was asked to help prepare the volunteers and the police to deliver fantastic customer service for the huge influx of visitors and participants.

The solution

Cross-cultural understanding is critical for the success of the Eurovision Song Contest, so we customised our WorldHost® Ambassador Workshop to include this. The programme gives staff and volunteers the skills to deliver a warm and friendly welcome to customers and visitors, and is particularly focused on their role as an ambassador for Ukraine.

We trained the trainers to deliver the customised programme, and over 1,000 volunteers were trained in total, creating a great experience and lasting memory for visitors and participants.

The programme has been designed to be sustainable, so it can be delivered across Ukraine in the coming years. To demonstrate its impact, we also implemented an evaluation process to quality-assure of the trainers and measure the quality of the volunteers' welcome.

Outcomes and impact

Eurovision represents a major opportunity for Ukraine to present itself to the world as an outward looking, diverse country. Our work with the British Council will help support its effective cooperation with the wider world and its ambitions for greater European integration.

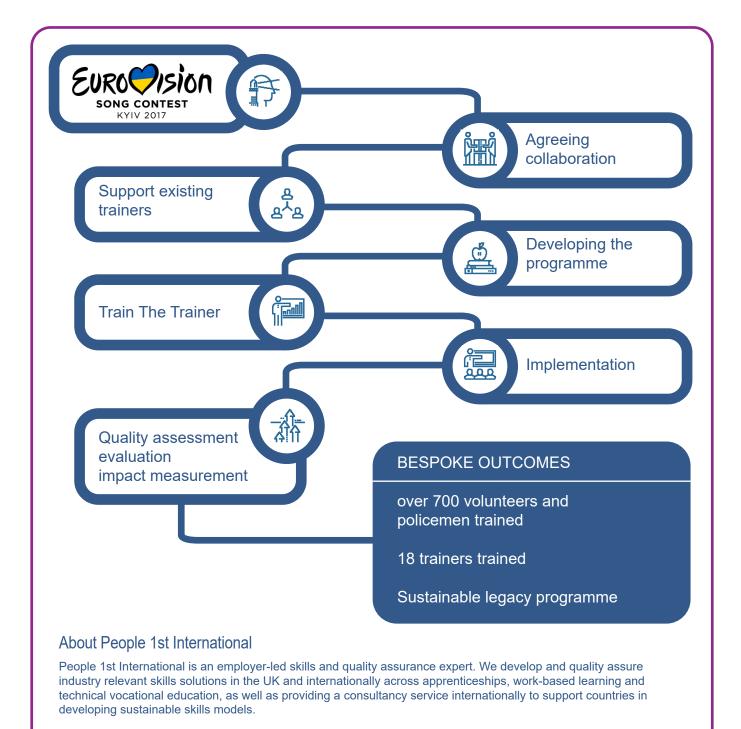
The ambassador programme can be tailored to create customer service and crosscultural training for any business that needs to deliver excellent customer experiences and manage expectations.

Ukraine

Client: NTCU and Kyiv City

66 The British Council chose People 1st as a partner because we wanted to demonstrate excellence in volunteering throughout Eurovision 2017 and beyond in Kyiv and Ukraine. The volunteers work with artists. media, foreign delegations and guests of Eurovision 2017, as well as the production of television shows, backstage and in the fan zones. They learnt skills to improve both communication and confidence in dealing with diverse guests and visitors to events and attractions in Ukraine and to become knowledgeable, articulate, security-conscious ambassadors for their country

Simon Williams, Director British Council, Ukraine



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