

Helpers Instructions

20/10/2014

Instructions to assist helpers promote BPW at Expos or A & P shows

Thank you for offering to help us at the Show, it is a lively and friendly event. Please come prepared for any weather. You will need comfortable shoes, sun hat, covered arms and sun block as well as wet weather gear. You may like to bring a bottle of water as well.

The show is open to the public on Saturday and Sunday from 9am to 4pm. If I do not get your tickets to you beforehand they will be left with the gate staff at Gate 2 for collection by you where you arrive. Enter at gate 2 and we are on The Lawn, site, which is past the Members Hall and on the left as you enter.

Over the two days our main aim is to introduce BPW Franklin to as many women as possible.

Suggested phrases to use when approaching visitors:-

Have you heard of the organisation Business and Professional Women?

Did you know there is a BPW Franklin group which meets monthly with a speaker over dinner?

Did you know BPW is an international organisation?

Have you heard of KTA?

Would you like to see if you can win our prize – have a go at our competition?

Would you like a break from preparing dinner once a month?

After a bit you will notice which one is heard best and gets the required response, then stick with it. Once you have their attention and they have stopped to talk, then take a more leisurely approach and chat, but be careful not to spend too much time with one person, if you see you are missing out on others.

If you see people standing around looking at the stand ask if they have any special interest in women's groups? Often this encourages them to talk and gives you an opening gambit. Tell them they can come as a guest to several dinners(3) to find out if they like what they find.

Make sure women don't feel embarrassed about saying "no". I often say something like "You probably have enough on your plate at present, but you might be interested at a later date so take this card ready for when you are?" This seems to relax them

If you become aware of congestion developing around the site – this always makes other people think something interesting is happening – it is sometimes a good idea to move a bit away while talking to a potential member. However be careful not to encroach on other site holders area or to block their view.

To attract passerby's attention make the initial phrase short, and throw your voice forward. Keep a smile in your voice.

Have brochures and application forms available which can be given out. However remember the majority of leaflets picked up at shows are thrown away. We do want to collect women's contact details on the competition forms where ever possible, so encourage them to enter the competition!

Competition. Guess the number of in the jar. These completed forms provide the data for future marketing. There's a prize for the correct answer. If there appears to be congestion around the competition it may need to be moved or more form filling boards provided. Please tell me of any improvements you think would be worthwhile.

If it is very busy and you need a break, arrange with the other helpers to cover for you while take a break or get a cup of coffee. (There will be tea and coffee in the caravan)

You will find every one very friendly and happy, with a carnival atmosphere prevailing so relax and enjoy yourself. Your help is greatly appreciated. Come early and make sure you have time to see the show too. Good luck and Good promoting.