

The role of the fan experience volunteer team is to provide an exceptional in-venue and viewing experience for the spectators, in an organized, friendly and enthusiastic manner through various in-venue activities and initiatives.

As the Fan Experience Supervisor, it is best if you do not include yourself in the volunteer schedule, as your role will be to oversee, delegate and assist in this area where required, in addition to being on-site for most of the duration of the event. You should plan to be on-site and available starting with the first day of practices (date to be confirmed with Skate Canada staff contact).

The following is a description of the Fan Experience Supervisor's role:

## Principle Duties

### General

- ◆ Lead the Fan Experience Volunteer team.
- ◆ Act as the primary point of contact with the Skate Canada staff contact.
- ◆ Participate in Skate Canada-LOC planning conference calls as required.
- ◆ Recruit & schedule volunteers according to the requirements and schedule for the spectator experience area.
- ◆ Schedule meal breaks (30-60 mins) and 1 to 2 other breaks in all areas as needed.
- ◆ Organize rotation of roles where applicable.

### School Program

The School Program provides an opportunity for local schools and/or youth groups to be introduced to the sport of figure skating / synchronized skating. The School Program also contributes to the overall skater experience by filling the stands with high energy students during practices.

- ◆ Working with Skate Canada to determine dates and times, lead and coordinate the School Program. Skate Canada staff contact will provide guidance and templates that can be used.
  - ◆ Act as the primary point of contact with participating schools.
  - ◆ Recruit schools: prepare and distribute information to local schools and school boards.
  - ◆ Confirm school attendance including number of students and teachers for each school.
  - ◆ Schedule volunteers to assist with the management of School Program on-site at the event – greeting busses and schools upon arrival, ushering students into seats, creating excitement for the kids, as well as assisting with contesting throughout the session(s), etc.
  - ◆ Coordinate arrival process and seating with Skate Canada staff contact.
  - ◆ Provide Skate Canada with a list of schools and classes (grade & teacher name) so they can be announced.
  - ◆ Work with SC staff to develop a creative in-venue engagement program with the schools in attendance (posters, cheering, etc.).

### In-Venue Activation

Schedule volunteers for various in-venue and sponsor activations (i.e. handing out sponsor gift cards, assisting with contesting within a specific section, etc.). Schedule of specific times and locations for these activations will be provided by Skate Canada staff contact once confirmed.

- ◆ Spectator Services (tickets, programs, boutique)
- ◆ Schedule volunteers to sell event programs and tickets (as applicable). A float will be provided, and volunteers will be responsible for ensuring money is dropped off at the OC Office as required.
- ◆ Schedule 1-2 volunteers to assist with the sale of merchandise at the Skate Canada boutique.

### **Live Streaming (as applicable)**

Volunteers in this area need to have experience streaming events so it is essential to work with the Section to recruit and schedule experienced Section volunteer(s) to assist with event streaming.

### **Volunteer Requirements**

Volunteers in this area need to be outgoing, enthusiastic and energetic and able to approach and talk to spectators easily and comfortably. This area will be comprised of 8-10 volunteers, in addition to using resources from other areas (as required).

Given the nature of the activities involved and the sometimes-changing priorities that occur during an event, the schedule for the fan experience team needs to be flexible as it may change throughout the event. We ask the fan experience volunteer team to be adaptable when these unavoidable changes to plans occur.

### **Skate Canada Staff Contact:**

Skate Canada staff contact information will be provided to you in the planning process.