

International Sail Training and Tall Ships Conference 2017

# Working with volunteers

Host port representative from Esbjerg - Denmark

**Kirsten Bisgaard Kirchner**

18.-21.JULI



**THE TALL SHIPS RACES**  
Esbjerg 2018



# Kirsten Bisgaard Kirchner

## Landsstævne 2013

25.000 participants, 3500 volunteers

## Tall Ships Races 2014

1500 crew, 500.000 guests, 600 volunteers

## Vesterhavscup 2000-2017

4000 participants, 500 volunteers



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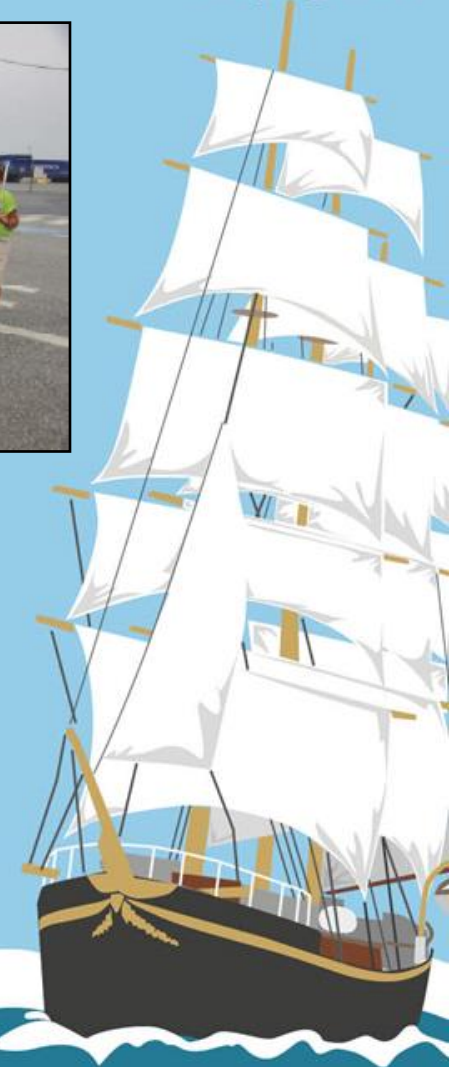


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## TSR - two types of volunteers:

1. Volunteers for different tasks (paid)  
serve food, collect garbage, clean tables, etc.

2. Liaison Officers (not paid)



# Why be a volunteer?

Denmark: 4 out of 10

I like meeting new people

I like being a part of something big in my city

I like to be of use in general

I like to develop my competences - cv

I always say yes when people ask me to help

I am told to help by my club

I don't know how to say "no"

It is not possible to trigger them all in a single way



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## Recruitment of volunteers

**10** different organisations have already registered for TSR 2018

Contact to network - address database

One contact person in each club, never individuals

Working schedule made by us

Description for each work task

Meetings with contact person

Mostly older people

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## Gains for volunteers:

- DKK 40 per hour = EUR 5,5 goes to the club/organisation
- Clothes, food
- Party
- A proud citizen
- The nice experience
- New friends
- Ice cream 😊



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## Liaison Officers – set up:

LO set up: No Navy Base close to Esbjerg

CLO hand picked 1 year in advance from private shipping company - maritime background, knowledge of Port of Esbjerg, manager skills

LO centre (4 persons) recruited by CLO

70 ships

70 Liaison Officers in February - 7 months before



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## Requirements for Liaison Officers:

Responsible, however humble for new things

Positive, flexible

Representative - clothes, clean, alcohol , attitude

Good health – long walking distances

Participate in information meetings

Bring own mobile phone – refund possible

Facebook

2018: work in evenings





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## Liaison Officers – recruitment:

Recruitment of LOs via Facebook, network and brochures

Application form, personal description and experience

Many repeaters from 2001 and 1993 (and 2014)

120 applicants -> 70 Liaison Officers

2018: Former trainees

Conclusion: Mix of age, experience and gender

Average age: 41

Can you fire a volunteer?



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## Preparation of Liaison Officers:

Mail correspondance

Facebook group

Information meetings:

- Start May - 4 months before + additional meeting
- End June - 2 months before (teams set)
- End July – 1 week before (last instructions, clothes, LO manual, guided tour on harbour)

2018: Danish Police Intelligence – extra meeting/longer meetings





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Forbindelsesofficerer - T... Medlemmer Begivenheder Billeder Filer Søg i denne gruppe

Skriv et opslag Tilføj billede/video Stil et spørgsmål

Skriv noget ...

SENESTE AKTIVITET

**Jens-Ole Simonsen**  
1. september

Så kom skoleskibt Danmark til esbjerg bedre sent end aldrig

Fjern Synes godt om - Tilføj kommentar

Du, Susanne Skelmose Høy, Mai Enghave Hansen og 6 andre synes godt om dette.

OM 46 medlemmer

Lukket gruppe

Denne facebook-gruppe er for de forbindelsesofficerer som er banded mellem skibe og havner/byen under The Tall Ships Races Esbjerg 2.-5. august 2014.

46 medlemmer · Besked · Inviter via e-mail

+ Føj personer til gruppe

Hvad handler gruppen om?  
Angiv tags

OPRET NYE GRUPPER

Ups – not all on Facebook!



## Liaison Officers – team set up

- 8 teams
- 8-9 people per team
- 1 team coordinator
- A, B, C and D ships in each team
- Experienced and non-experienced
- Women and men
- Young and old
- Meetings in each group

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## Jobs for Liaison Officers:

Call system – special stand by team for first ships

First visit on board, 2-3 visits per day

Social activities for crew

Daily morning briefings

Team coordinator daily briefing

Hospitality - events





## Gains for Liaison Officers:

- The nice experience 😊
- Clothes
- Food
- Facilities
- Beverage/meals
- Party
- Ice cream 😊



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Facilities



## **Ships:**

Class A ships – two Liaison Officers on most class A's

Class B, C and D ships – one Liaison Officer



Preferable with native speakers (or knowledge of the specific language)

Needs of each ship very individual

(STI mobile office, hand out programmes, help LOs in need)





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## Reflections:

Treat all volunteers the same way!

Good instructions, ask them to be flexible. Changes will happen

Timing, not too early – not too late

Food, clothes and shelter is essential

Appreciate their work – go and visit them

Create an environment of responsible and independent  
volunteers – with no need for interaction during the event

A BIG PARTY 😊

A little (food or drink) surprise is always good 😊



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## Additional value:

- Ambassadors – building up to a fantastic event + after
- Beneficial for future events (TSR 2018 + 2022 and others)





Questions?



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