

The Event and Marketing Agency Guide to:

LEVERAGING BRAND AMBASSADORS

THE BEST GUIDE: VITAL PROCESSES FOR HIRING SUPERIOR EVENT STAFF

Staff Selection

Finding and Securing the Best Staffers



Hiring event staff is more than simply arranging a person to work. With the vital role brand ambassadors play in the experiential marketing world, hiring stellar event staff is imperative in creating the positive experiences and lasting impressions brands desire. Selecting the best people is a top priority and through leveraging technologies and maintaining proven hiring processes, brands will have a profoundly better experience at their events. Below are some proven methods for having the best people working for your brand.

1. Personal Contact. While staffing technology systems have made connecting with candidates faster than ever, meeting each candidate on the phone or in person is imperative to hiring the right candidate. Getting a sense of the person's experience and personality, as well as his or her comfort with the expectations of the program is vital in making sure event teams are arranged well.

2. Second Opinion. Taking the extra step of having a second staffing agency employee speak with each candidate about the program before hiring decisions are made. While it takes more time for the agency to meet with candidates twice, having two people involved in the hiring decision process ensures the right people will be added to the event team.

3. Staff History. Leveraging technology that shows staff's prior experiences and feedback helps make sure the best people are being incorporated into future programs. Clients are then constantly working with the best people possible.

4. Training. Making sure staff is properly prepared for the event in advance profoundly affects their performance at the event. Training calls, in-person meetings, webinars, and videos (see www.youtube.com/ascenttalent) all contribute to making sure staff come to the event prepared.

5. Additional Coverage. Unfortunate incidents can happen to great people. To ensure clients' events start on time with the correct number of great staff, hiring backups is very important to ensure all programs run smoothly. Ascent hires backups at no cost to its clients to give them the comfort that their program is handled correctly. ■



Loyal and Motivated Staffers Lead to Better Client Events

6 ways to motivate staffers to be all they can be

Brands have more successful programs when event teams are motivated to do great work. Below are six ways to ensure event staff be all they can be.

1. Good information. Staff appreciates being given correct information about what will be taking place at an event. Giving good information about event expectations, event details, and how to properly prepare for an event enables them to do a great job for clients.

2. Prompt Payment. Event staffers work hard and want to be paid quickly for their effort. Paying quickly (and accurately) ensures that the best staffers are excited to work important client programs. Ascent pays staff within 2-2.5 weeks after an event has ended.

3. Being Available. Event staff need 24/7 access just like clients do. If questions come up about parking or the proper attire required for an event, quick answers need to be given at any time to ensure client programs run as planned.

4. Reward Excellence. Staff is expected to do great work, but when exceptional work is done, gift cards, cash bonuses, and fun prizes go a long way in creating loyal staff.

5. Sense of Community. Using tools like Facebook to build a sense of community is an effective way to support and motivate staff. Important information can be communicated easily and fun contests, like picking the Super Bowl winning team/score, gives staff a chance to stay connected and win iPods.

6. It's a People Business. Treating all staff with respect and saying "Thank You" goes a long way in making staff motivated to do great work at client events.

It's a people business and we treat people very well, which carries through to the client's experience," says Steve Weiner, president of Los Angeles-based staffing agency Ascent Talent. "Our clients benefit

from all of the time that we spend with the staff, because they get brand ambassadors that are buttoned up, responsible, and care about doing good work." ■

“Our clients benefit from all of the time that we spend with the staff, because they get brand ambassadors that are buttoned up, responsible, and care about doing good work.”





Technology in Event Staffing

Technology helps improve the quality of staff working at events

To accommodate client needs in the fast-paced event marketing environment while preserving a high-level of quality staff at each event, technology is more important than ever in ensuring great brand ambassadors work at client events. Below are new ideas and methods for using technology to improve event teams.

1. Seeing is Believing. For important events where clients need to see more than a headshot and a resume, using Skype or similar technologies is a wonderful way to meet a person before they are added to the team. Even if the event is happening in a different part of the country, clients can see candidates live, hear their voice, and ask them questions that help in making hiring decisions.

2. In a Rush. If clients don't have time to meet Ascent candidates on Skype during business hours, candidates can answer pre-determined questions on a video and save their responses to YouTube. Clients can then view the videos later and make hiring decisions at a time that is convenient for them.

3. Responsiveness. Proprietary staffing systems provide staffing agencies with the ability to accommodate client needs in a quick and efficient way. When new projects come up or adjustments to existing programs, agencies can meet client needs effectively.

4. Connectivity. Social media tools like Facebook enable agencies to stay connected with staff, communicate work opportunities, and provide agency news that is helpful for everyone to know. ■

About Ascent

Ascent Talent is a nationwide leader in event staffing services. Since opening in 2002, Ascent has helped represent global brands at events ranging from local street festivals in rural towns to the larger-scale events like the Super Bowl. With extensive experience in arranging teams up to several hundred brand ambassadors working simultaneously, Ascent is equipped to successfully assist with programs of any size. For more information about Ascent or to receive recent case studies, please contact:

Steve Weiner

773.281.2880

sweiner@ascenttalent.com

