

# eSAX.ca

## The Entrepreneur Social Advantage Experience



# VOLUNTEER PROCEDURES



**#eSAX Makes Networking Work!**

## Volunteer Procedures

**eSAX would not be such a success without the commitment and dedication of our amazing volunteers!**

### **About**

[eSAX \(The Entrepreneur Social Advantage Experience\)](#); is an entrepreneur networking community and tradeshow for small business to create connections, gain knowledge and promote regional economic collaboration with the Ottawa Board of Trade. Events are held every 3 months (January, April, July & October).

### **Overview**

In order to be successful, any large-scale event needs a team of committed and responsible people to help make things run smoothly. As eSAX is a community initiative that promotes, encourages and supports students, startups and small business, your assistance is extremely welcome and appreciated!

This document is an outline of best practices for volunteering at eSAX. A detailed break-down of specific job descriptions can be found below.

Great videos to get an idea on what eSAX is all about (and to share)!

[Promo video 1](#) [Promo video 2](#) [Interview](#) [Event Overview Blog](#)  
[Ottawa Business Journal](#) [#eSAX #MannequinChallenge \(pretty neat eh!?\)](#)

Also check out this [fun little video](#) by a participant

[Thank you for your help!](#)



### Volunteer Procedures

**Here are all the volunteer duties & numbers available for each task at eSAX:**

- Registration x 3
- Name Tags x 2
- Swag Bag/Program/Lanyards x 2
- Helping Vendors x 2
- Floater x 2
- eSAX Information Booth x 1
- 50-50 draw x 2
- Parking / Traffic x 2
- Door Prizes x 1
- Transcript Writing
- Twitter Promotion (Before eSAX)
- Twitter Promotion (@ eSAX)



**All Volunteers are to:**

- Always ensure eSAX is written like this....small 'e', capital 'SAX'.
- Wear an eSAX volunteer t-shirt, dress in as much yellow as you can and wear a fedora! (Feel free to bring your own or use one of ours).
- Smile lots and welcome people to the event. Volunteers are the 'ambassadors' of the event so please help people to feel appreciated. Remember, there will be some people who have never attended an entrepreneur networking event before (especially one of this scale). There *will* be people who are extremely shy and/or intimidated.
- Be proactive and actively engage people to help facilitate networking. i.e., go talk to someone standing alone and ask them if they know anyone or have ever been to eSAX before. Introduce them to another person (or two) close-by. Volunteers are essential to help bring people together in order to inspire a friendly and relaxed atmosphere. Remember, the letter 'S' in eSAX stands for the word social!
- If there is a 'lull' in your respective duties, you are encourage to do some live Tweeting, Instagram or other forms of social media.
- Hush people as speakers are talking. Ask them to go outside the room.
- Offer to help booths 'tear down' and bring material to their cars.
- Towards the end of the event, thank people for attending & COLLECT NAME TAGS and fedoras as people leave. (They are expensive and we reuse them for next time)!
- Have FUN and also make some great connections yourself!!



## Volunteer Procedures

**All Volunteers are NOT to:**

- Stay close to another volunteer all night chatting. You're there to be visible and help make the event run smooth for other people. (This isn't high school)!

**eSAX Links** Please follow, join and/or otherwise subscribe to all eSAX social media

[Website](#)   [Facebook](#)   [Twitter](#) (Hashtag #eSAX)   [Meet-Up](#)   [LinkedIn](#)

[Google Review](#) (Please Leave ONE)!   [YELP](#)   [Pinterest](#)   [Instagram](#)

[Youtube](#) (Please SUBSCRIBE)!



Share, 'Like', comment or engage with any other video via the [eSAX YouTube Channel](#), [Ask The Fedora networking series](#), [eSAX Speaker videos](#), [testimonials](#) or blogs/articles via the [eSAX Press Page](#).

**Before the Event:**

- Tell your friends about the event on all social media platforms. Invite all your social media contacts to attend by telling them why you care about it
- Like, follow and post on eSAX page and specific event page on all social media, e.g. Facebook Event page, Meetup Page, and LinkedIn event page to engage others
- "Like", comment and share on all Facebook posts
- Comment on Facebook pictures from past events ([can be found in past albums here](#))
- Share eSAX info & blogs on Facebook Groups, LinkedIn groups, online forums etc
- Write blogs about eSAX on your own site (we will link to it on the eSAX page)
- Tweet using [@eSAXnetworking](#) & [#eSAX](#) and use the stakeholder sheet to tweet to sponsors and speakers (always use #eSAX and @eSAXnetworking on these tweets)
- Join the [Facebook eSAX page](#) and event page.
- Subscribe to the [YouTube Channels for eSAX](#) and [Sax Appeal \(much appreciated\)](#)!
- Consider using Buffer or Hootsuite to schedule several posts a day.
- Take pics of yourself with Jarrod using #eSAX
- Join the pre-event Twitter Chat (if applicable).



### Volunteer Procedures

eSAX

FIND THE FEDORA!

UPCOMING NETWORKING EVENTS

- October 21 - West Ottawa Board of Trade Breakfast @Marches Golf Course
- October 21 - Sponsearch Launch @Boston Pizza (Hunt Club & Merivale)
- October 22 (12:00 - 13:00) - Jarrod Goldsmith Networking Workshop @Collab Space
- October 23 (12:00 - 14:30) Jarrod Goldsmith Networking Workshop @Ottawa Public Library



#eSAX MAKES NETWORKING WORK!

#### **Re: Find the Fedora Posts (if applicable)**

Jarrod posts all his upcoming events that he will be attending every week on the [eSAX Facebook page](#). With so many events around town, many people use it as a resource. Please help to comment, 'like', and share the posts across multiple social media platforms.

#### **Re: Ask the Fedora**

Building on a ton of networking experience (and leveraging the whole 'Fedora' branding), eSAX has an extensive youtube channel. One playlist titled 'Ask The Fedora' is a series discussing a wide-range of networking/business tips that you may find useful to help make your networking endeavors not only less stressful, but successful! New videos are posted often so please 'like' and comment on each one for maximum engagement. Note that there is also an [@AskTheFedora Twitter account](#).

▶ Please comment, 'like', and share all videos across multiple social media platforms.

#### **Re: eSAX Podcast**

Please feel free to comment and circulate at your discretion.

<http://eSAX.ca/podcast>



#### **During the Event**

- Tweet/Instagram using #eSAX (if looking for something to do).
- Retweet anyone who promotes the event, and always make sure to add #eSAX.
- Use the Tweet Sheet to engage speakers and sponsors.
- Share photos, videos, audio clips on all social media.

#### **After the Event**

- Send thank-you's to all stakeholders.
- Recap the event's success on social media groups.
- Blog about the event.
- Share the post-eSAX survey (if applicable)
- Tag and Comment on Facebook Photos, Instagram etc.
- Post a review on [Google](#), [Yelp](#), [meet-up](#), [LinkedIn](#) etc.



## Volunteer Procedures

**The following are a break-down of all eSAX volunteer positions**

### **Set-Up / Tear-Down**

If you are available to assist with set-up, please plan to arrive after 10am day-of.  
If you are available to assist with tear-down, please plan to stay until one hour after the event ends.

Note that parking will be provided for volunteers and such additional hours will be approved for students as applicable (i.e., Algonquin College Events Management Program etc)

### **Registration x 3 \***

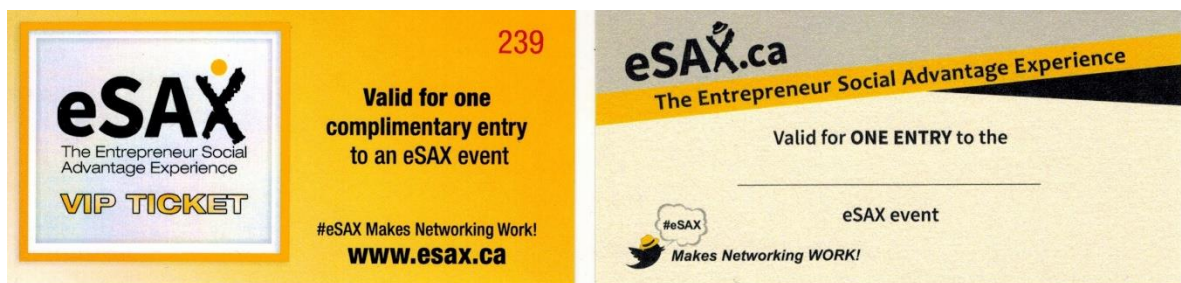
- Smile lots, welcome people to the event and thank them for attending.
- Always make sure the area round the registration table is tidy and clean since it is one of the first impression guests will have of the event so it always needs to appear organized at all times.
- eSAX uses Events.com as our registration platform. We have electric notebooks on-hand to check people into the event. Paper copies will also be available as a back-up.

**We accept credit cards and cash only**

To ease traffic congestion, everyone working registration should be assisting people. If one person is accepting a credit card payment and there are 5 people waiting to register in line....help them!

### **There are two (2) types of VIP Tickets**

COLLECT THE TICKET and put in money box.



Write name on the master attendee list. Do not write name on the back of VIP ticket. Direct to where they can print their name tag.



### Volunteer Procedures

Smile and welcome people to eSAX! \* Ask if they registered in advance.

**Yes:** Cross name of and direct them to the name-tag table.  
(If someone is on the guest-list: Cross name off & direct to name-tag table)

**No:** Collect money & direct to name-tag table.

ASK if they would like to purchase a drink ticket AND register for the next event at  
50% off TONIGHT ONLY!

Invite everyone to leave a business card to win great door prizes!

\* Note: If someone registered twice in *their* name, it means they paid for two tickets.  
Write name of guest on registration list and direct to name-tag table.

When people start leaving, thank them for attending and COLLECT ALL LANYARDS.  
(They are really expensive and we reuse them for next time)!

If there are any issues with registration, do not turn people away. Ask Jarrod.

#### **Name Tags x 2**

- Welcome everyone and thank them for coming. Big smiles!
- All name tags are to be sorted by FIRST NAME. Note that the actual lanyards should NOT be attached to the name tags.
- Everyone who registered in advance or is on the guest list should have a printed name tag. Everyone else can have their name printed on the label maker.
- If there is a lull, assist registration people as needed and make sure the area is tidy and clean as it can quickly become messy and disorganized. Remember that this is one of the first impressions guests will have of the event so it needs to look clean and organized at all times.
- Collect name tags as people are leaving.

#### **Swag Bag, Program and Lanyards x 2**

- Welcome everyone and thank them for coming. Big smiles!



## Volunteer Procedures

- Give everyone one swag bag (when applicable), one program (when applicable) and one lanyard that they should attach to their name tag.
- Offer 1<sup>st</sup> time eSAX sticker to all attendees. Do not stick them to lanyards.
- Assist name tag people as needed.
- Always make sure the area is tidy and clean as it can quickly become messy and disorganized. Remember that this is one of the first impressions guests will have of the event so it needs to look clean and organized at all times.
- Collect lanyards as people begin leaving. Remove any 1<sup>st</sup> time stickers.



### Helping Vendors x 2 \*

- If there are 'no-show' booths 30 minutes before doors open, place one of the folded posters on the table indicating that it's available for rent at the next event.
- Take a master registration list and cross-off all names of people who are working each booth. Take note of any additional names of people not on the list. *Be sure to return the list to the registration table when you are done.*
- Give each person working the booths a swag bag and program (when applicable).
- Take initiative and go from booth to booth asking if you can help in any way. Offer to help people bring in gear from their car, set-up their booth, bring them water, etc.
- You will act as the eyes and ears for the booths. If they require something, try to accomplish it. If you need assistance, please speak to the volunteer coordinator or organizer. Remember, booth participants pay to exhibit, so we need to treat them extremely well so they will have a positive experience.
- After walking around and interacting with each of the booths a few times, please take the role of another volunteer duty (perhaps by being a floater, or ask the organizer if there are any other pressing needs that should be attended to).
- Towards the end of the event, vendor helpers should ask if any booths need assistance 'tearing-down' or bringing items back to their cars.
- At end of event, walk around room and gently remove all eSAX tweet posters taped to the walls, collect left over name tags, swag bags, programs, flyers, fedoras etc and bring to registration desk.
- Near the end of the event, thank people for attending and **COLLECT ALL LANYARDS** as people leave. (They are expensive and we reuse them for next time)!

\* Note: It's not your responsibility to sell goods or services and/or represent any of the vendors.





## Volunteer Procedures

### **Floater x 2**

- These people will be wandering the venue interacting with guests and doing odd-tasks as required. Help connect people who look visibly lost, scared or standing in a corner by themselves. Make them feel welcome and introduce them to others.
- Some duties will be to answer general questions from the public (such as where are the washrooms), directing traffic, tidying-up by picking up dropped programs, flyers, removing garbage, bringing empty glasses to the bar etc.
- Provide assistance to booths and stakeholders as required.
- Note that if someone has questions about how to get involved with eSAX (either as a sponsor, booth participant, speaker etc), feel free to answer them and/or direct them to contact Jarrod.
- Towards the end of the event, floaters should ask if any booths need assistance 'tearing-down' or bringing items back to their cars.
- At end of event, walk around room and gently remove all eSAX tweet posters taped to the walls, collect left over name tags, swag bags, programs, flyers, fedoras etc and bring to registration desk.
- Towards the end of the event, thank people for attending and COLLECT ALL LANYARDS as people leave. (They are really expensive and we reuse them for next time)!

### **eSAX Information Booth x 1 (if applicable)**

- Volunteer should have an excellent understanding of eSAX.
- Duties will involve answering questions from the public on any topic related to the events, including where the washrooms are, what's involved with having a booth and/or becoming a sponsor, etc.
- Invite everyone to leave a business card to win great door prizes!
- Right before door prizes are to be given towards the end of the speaker portion, your role is to also assist the door-prize volunteer by wandering up and down the aisles with the smaller yellow bowl to collect last-minute business cards. Make sure that all business cards are emptied into the big brass bowl.
- At end of event, walk around room and gently remove all eSAX tweet posters taped to the walls, collect left over name tags, swag bags, programs, flyers, fedoras etc and bring to registration desk.
- Towards the end of the event, ask if any booths need assistance 'tearing-down' or bringing items back to their cars.



## Volunteer Procedures

- Towards the end of the event, thank people for attending and COLLECT ALL NAME TAGS as people leave. (They are really expensive and we reuse them for next time)!

### **50-50 draw x 2**

eSAX raised funds for both the [CHEO Foundation Max Keeping Fund for Kids](#) and [Ability First Ottawa!](#)

About: [The Max Keeping Fund for Kids](#) helps families who may not have the financial means to cover all of the expenses relating to their child's medical care. These expenses can include travel, lodging, or specialized treatment or equipment that are not covered, or partially covered, by other sources.

About: [Ability First](#) is a charitable organization that provides comprehensive services and support to individuals (with or without developmental disabilities) and their families.

Half of the total amount raised will go to one lucky individual. The other half will be equally split between Ability First Ottawa and CHEO.

- Both volunteers will have a block of tickets and a money pouch.  
- When someone purchases tickets, one part of the ticket is put into a fedora, while the matching numbered ticket is given to the person.

- Ticket prices are:

2 for \$5  
5 for \$10  
12 for \$20

- Volunteers are to coordinate all aspects of the 50-50 draw including providing a float and tickets. Towards the middle of the speaking portion of eSAX, volunteers are to add-up how much money was raised in total (minus the float), and divide the amount in two.

Half of this total amount collected should be put into an envelope with the amount marked and given to the organizer. The other half should be put into another envelope

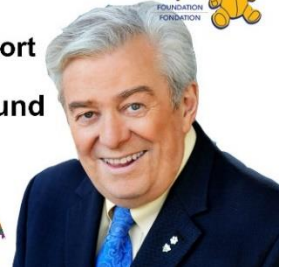
eSAX

Is Pleased To Support

The Max Keeping Fund  
for Kids

&

ABILITY FIRST OTTAWA



## Volunteer Procedures

with the amount marked and brought to the registration desk to be included in the money box. If the float was provided by Ability First, don't forget to remove it prior to adding-up how much money was collected.

- Draw will take place after the door prizes are given-out at the end of the speaking portion. Remind people that they need to be in the room to win!

Here are some tweets that you are welcome to use to promote the 50-50 draw (but feel free to tweak at your discretion):

So excited that @eSAXnetworking is raising money for @CHEOhospital & @AbilityFirstOtt! Join us!  
<https://esax.ca> #eSAX

Thank you @eSAXnetworking for helping to raise money for @CHEOhospital & @AbilityFirstOtt!  
<http://bit.ly/eSAX195> #eSAX #charity

Make a difference & attend the @eSAXnetworking event to raise money for @CHEOhospital & @AbilityFirstOtt! <https://esax.ca> #eSAX

### **Parking / Traffic x 2**

- Traffic-flow and people trying to avoid registration are very important aspects of any large event. The purpose of the parking volunteer is to assist with both.
- As not everyone is familiar with where the venue actually is, we have large A-frame signs that are placed at strategic locations around TD Place. These signs are to be used to direct people to the venue. Your role is to place them outside in the most visible areas several hours before the event starts. At the end of the event, they are to be collected.
- The Horticulture building has an entranceway (and elevator) directly underneath the venue. In the past, some people have tried to access this entrance in order to avoid registration. Your role is to be physically located downstairs in front of the underground entrance to direct people to use the other underground entrance so that they have to use the main entrance of the building. Signage is available to post in the parking lot directing people to use the other entrance. *At the end of the event, they are to be collected.*
- Note that stakeholders who are setting-up booths may access the underground entranceway. They are to be let-in as they may have heavy material for their booth. Take a master registration list and cross-off all names of people who are working the booths. If people are not on the list, chances are they do not have a booth and are to



## Volunteer Procedures

be directed to use the alternate entranceway. *Be sure to return the list to the registration table when you are done.*

- If handicapped people need to use the elevator, allow them, but cross their name off the registration list if they registered in advance. If they have registered, advise them to go to the registration table to collect their name tag, get a swag bag and drink ticket. If they have not registered, go upstairs with them and physically escort them to the registration desk (...then go back quickly to your post)!

### **Door Prizes x 1**

- People love free stuff! As a way to bring additional exposure to our stakeholders, eSAX is known for having great door prizes! Each prize has a monetary value of at least \$250. Collecting business cards is how we follow-up with everyone who attends the event. Note that there are disclaimers indicating they will be contacted and included on the eSAX database as per compliance with the Anti-Spam legislation.
- Note that a large brass bowl is located at the main registration area for people to leave business cards. A small bowl is located at the eSAX information booth.
- Throughout the evening, take an extra fedora and walk around the room asking people to leave their business card for some great door prizes. If people do not have business cards, we have many slips of paper that they can include their contact information. When the fedora gets full, empty it into the large brass bowl.
- Towards the end of the speaking portion, you are to collect ALL business cards from both bowls and put them into the one large brass bowl. Right before door prizes are to be given towards the end of the speaker portion, your role is to wander up and down the aisles with the big brass bowl to collect last-minute business cards. Don't be shy. Bring big brass bowl to the stage when needed. Remember: you need to make sure that all business cards from the information booth and registration table are included.
- In-between walking around the room collecting business cards, offer to help connect people who look visibly lost, scared or standing in a corner by themselves. Make them feel welcome and introduce them to others.
- Provide assistance to booths and stakeholders as required.
- Answer general questions from the public, direct traffic, tidy-up by picking up dropped programs, flyers, garbage, bring empty glasses to the bar etc.
- Towards the end of the event, ask if any booths need assistance 'tearing-down' or bringing items back to their cars.



## Volunteer Procedures

### Transcript Writing

eSAX is much more than just a one-day event. We are extremely active on social media and YouTube to help promote, encourage and support startups and small business. Our [YouTube channel](#) is growing considerably where people go to find useful knowledge that will help their business succeed.

Every video we post needs to be transcribed so that the text can be included in the YouTube video description. If this position is of interest, you must have excellent communication / typing skills and be able to create text for each video. Note that such transcriptions need not be exactly word-for-word, but rather, sometimes need to be tweaked slightly so they make proper grammatical sense. The main reason for this exercise is for keyword SEO purposes on YouTube.

Please contact [Jarrod Goldsmith](#) for the current transcript document. Note that if you are in the Algonquin Events Management program, it would be our pleasure to offer additional hours for this important task.



### Twitter/Instagram/Facebook Promotion (Before Event) \*

Please contact us if you would be interested in getting more involved in eSAX marketing as we have a separate detailed document specifically for this.

eSAX is very active on all social media streams, but particularly Facebook and Twitter.

Note that our Twitter account is [@eSAXnetworking](#) and Facebook account is also [@eSAXnetworking](#). If you're familiar with Twitter and want to make a difference in the small business community, we'd love to have your assistance in creating 'eSAX shoutouts'.

Such shoutouts serve to highlight individuals, businesses and community leaders who deserve special attention. Note that we often give such mentions to Twitter accounts who have many followers and/or are actively engage with the following hashtags: #startup, #startups, #smallbiz, #smallbusiness, #womeninbiz, #womaninbiz, #entrepreneur, #entrepreneurs, #leadership, #motivation, #inspiration.



## Volunteer Procedures

Note that the Twitter account can be located anywhere in the world and the number of hashtags should be between 1 – 3. Such hashtags should be applicable to the account you are writing about. Please always double-check that the URL works!

Please use the following formula for creating such #shoutouts:

#eSAX #shoutout to @TheTuanNguyen! <http://healthgenie.ca> #entrepreneur #leadership

#eSAX #shoutout to @EastCoastLimos! <http://www.eastcoastlimos.ca> #Ottawa #wedding #bride

In the case of individuals, it's wise to also include the company or companies they work for. Here's an example for the twitter account of [@JarrodGoldsmith](#)

#eSAX #shoutout to [@JarrodGoldsmith](#) of [@SaxAppealOttawa](#) & [@AskTheFedora!](#)  
<https://JarrodGoldsmith.ca> #smallbiz #leadership

When you have a whole bunch, please [e-mail them to us](#) in an Excel document with tweets on separate lines so they can be pre-programmed in advance into the [@eSAXnetworking account](#).

\* Note that if you are in the Algonquin Events Management program, it would be our pleasure to offer additional hours for this task.

### **Social Media Promotion @ the Event**

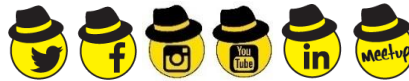
- Engage, comment, and otherwise provide a recap of everything happening throughout the evening in real-time.
- Take pictures & post lots of happy people networking, sponsors, speakers and everything else to really plug the event.
- Take pictures of different angles of the décor with lots of people.
- Get creative! Go to the 2<sup>nd</sup> floor to take pictures of the entire venue, ask to take pictures in the bar facing the crowd, go on stage to take pictures of Sax Appeal, etc.
- Make sure to use #eSAX in every post.



**Thank you for your enthusiasm and participation with helping to re-shape the entrepreneurial landscape in Ottawa!  
#eSAX Makes Networking Work!**



Sincerely  
[Jarrod Goldsmith](#) – Founder



#eSAX Makes Networking

