



## THE 14 VOLUNTEER DEPLOYMENT AREAS

*There will be a whole host of different roles for volunteers at UEFA EURO 2008™. Volunteer drivers, logistics volunteers, media services, IT volunteers...these are just four of around 60 different volunteer positions which have been divided into 14 different deployment areas and are briefly described below.*

**Accommodation:** This sector concerns the organisation of accommodation for all target groups involved in the tournament, the coordination of office and work space for UEFA and Euro 2008 SA staff and the provision of the best possible infrastructure for staff, media representatives, service providers, sponsors, guests, teams, referees, etc. The volunteers will be the first port of call for these groups, answering their questions and providing administrative support.

**Accreditation:** This department will plan and regulate access to the eight stadiums and areas within them, as well as to the International Broadcast Centre (IBC), for all parties involved, such as referees, players, officials, media, volunteers, service providers, suppliers and partners. Volunteers will work in the accreditation centres, where they will welcome visitors and provide them with a personalised identity card.

**Guest Service:** Over 1 million spectators from home and abroad will visit the eight stadiums in Switzerland and Austria during the European Championship final round. Guest services will provide a contact point for all visitors and fans. The volunteers will inform, look after and offer support to visitors inside and around the stadium. To a certain extent, they are the Euro 2008 SA welcome committee for all ticket holders.

**Hospitality:** Around 120,000 guests (VIPs and sponsors) will be welcomed, fed and entertained by the hospitality team. This sector is also responsible for catering for staff, media representatives and volunteers. Hospitality volunteers will help with the organisational preparations, look after guests and clients and provide information where required.

**IT & Telecommunication:** Every day, approximately 2,700 journalists and photographers will be reporting on UEFA EURO 2008™ via TV, Internet, radio, e-mail and telephone. An IT and telecommunications network will be set up and maintained in order that journalists and other personnel can enjoy the best possible working conditions. Volunteers in this sector will have a variety of tasks: IT service and support, TV production, information desk or back office.



**Logistics:** The logistics department is responsible for the smooth operation of all transport, delivery, storage and distribution processes connected with UEFA EURO 2008™. Tasks in this sector include the coordination and organisation of various setting-up and dismantling projects and the prompt delivery and distribution of goods. This sector will also provide clothing for all staff members. Volunteers will support all of these processes, coordinating and generally lending a hand where required.

**Marketing:** UEFA EURO 2008™ has ten sponsors and partners in all, as well as eight national supporters. In order to implement and protect the advertising rights of these partners, UEFA will be creating an advertising-free zone around each stadium, where only official sponsors will be allowed to advertise. Volunteers will support the marketing department by fulfilling office duties, conducting stadium tours and monitoring the advertising-free zones. They will also supervise the ball-boys and -girls and flag-bearers.

**Media:** Around 2,700 international journalists and photographers will be reporting on UEFA EURO 2008™ and approximately 9 billion viewers in more than 170 countries will follow the tournament on television. Each of the eight stadiums will have its own Media Centre, providing media representatives with ideal working conditions. Volunteers will be the first points of contact, distribute the latest information and help with the organisation and coordination of the press conference rooms, TV studios, photographers' rooms and press boxes.

**Operations:** The operations sector is responsible for all activities directly linked to the matches themselves. This includes, for example, the coordination of the team base camps, the proper organisation of the matches, the preparation of pitches at the training grounds and stadiums and the provision of medical care for teams and officials. Volunteers will assist the Venue Team with match preparations, prepare meetings and take minutes. Another important task is car park management.

**Protocol:** "Protocol" is very important for UEFA. National and international guests from the worlds of sport and politics will be invited to UEFA EURO 2008™. They will need to be looked after. In addition, a ceremony will be held before every match. Volunteers will support these activities.

**Ticketing:** A total of more than 1 million match tickets are being available for UEFA EURO 2008™. Ticketing volunteers will be the first points of contact for ticket-holders in all eight host cities. They will deal with any queries and provide customer service.

**Transport:** This department will help to provide smooth, reliable transport services for the 16 participating teams, officials, referees, media representatives, UEFA guests and partners. Volunteers will operate as drivers, in the transport office or as coordinators at the airports, hotels and stadiums.



**Volunteer Management:** All activities linked to the voluntary helpers will be planned and implemented by the Volunteer Management department. This sector will look after the volunteers and ensure that everything runs smoothly. It will also deal with training, job allocation, the Volunteer Centre, catering and the Volunteer Culture.

**Welcome Service:** This department will look after UEFA guests (VIPs, Executive Committee, sponsors and partners) at the airports and hotels. Volunteers will welcome these groups, provide them with information and deal with their questions and requests.