



Making a good impression.

Running stalls at conferences, events and universities.

Whether it is to recruit new volunteers, get support from local businesses or to promote what we are about, having a stall at an event can be a good way of doing it. Here are some tips to help make the most of your event.

What is your aim?

Before the event starts try and work out what the aim of your event is. If the aim is to change the perception of Scouts, then getting an adventurous activity run by young people in casual Scout clothing is the aim (Think CarFest or a large show). If you are recruiting to students, such as at a Freshers Fayre, then you are more likely to have restrictions on what you can do so focus on making an impactful stall with freebies and leaflets with volunteering information.

Have the right people ready on the stall.

Whoever is manning the stall is your ambassador for the event. Wear casual Scout branded clothing and a necker where possible and smile with open body language so we are approachable and friendly. If targeting students, try and get students, former students or Scout Network age members to support. If you are able to put a larger team together then try and get a team that reflect the diversity of the Scouts themselves.

Pictures speak a thousand words.

We want to make an impression from the moment people see the stall. Pull-up banners are nearly essential at these events to say who we are and to show with pictures (as well as to block out stalls behind us). There are plenty that can be used within the County.

Technology can also be used to add some extra interest. Use a laptop or connect a television to show slide shows of pictures or videos to your audience. If using this, make sure you have access to power before the event.

Have a follow up

Maybe it is an email list so people can find out more or stay in touch or perhaps it is people signing up for a section or to volunteer. Whatever it is, plan for it and include it as part of the event. If you want people to sign up to an email list then have the form available on a tablet for the guests to fill in (not reliant on WiFi), or have small slips they can fill out and put in a box (Think GDPR compliance). If you are recruiting, then organise a taster session soon after the event and include the details on flyers to give to those at the stall. Remember not to use jargon when talking to those outside of Scouts.

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Presentation and freebies.

So you know your target audience, you have your flyers ready and the clothes for the occasion. Now you just need to set up the stall on the day. Arrive early to set up so that any issues can be ironed out well in advance of the start of the event.

A tablecloth, branded or plain, help create a blank canvas for the table top and the front. Try and limit the amount of stuff you have on the table top – too much makes it look cluttered and unwelcoming but too little means we look unpopular. Place a number of giveaways or leaflets on the top and save some under the table or behind the stall to refresh later. This not only allows you to pace your resources but keep the table tidy.

Banners normally go at the side of the table or behind the table. Wherever you place them, make sure that no important information is hidden behind the table at the bottom of the banner or in front of people.

There are lots of freebies you can use from the ever-popular pen to stickers, stressballs, key-rings or coasters. Don't be afraid to have something that will make you stand out. We have even seen people buy budget cans of baked beans, put a personalised label on it and give them away to students!

Welfare.

Try and organise more than one person so that you can relieve each other for things like toilet breaks. Pack plenty of water and food to keep you going through the day. The venue can get warm and sweaty so wear layers of Scout branded clothing so more can be added or removed as needed.

Make it fun.

Whatever you are planning have fun because people will want to take part. Some of the most memorable stalls at events have a game or competition or something happening that is a bit of fun. If you are able to include that in your offer, then go for it. After all, it's your event.

Where can I find more?

- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. communications@hampshirescouts.org.uk
- Check out the Scout Store (shop.scouts.org.uk) for branded Scout clothing or the Scouts Brand Centre (scoutsbrand.org.uk) for leaflets, posters, banners and stickers.

Keeping in touch with Hampshire Scouts:

- Online at hampshirescouts.org.uk
- On Facebook at facebook.com/HampshireScouts
- On Instagram [@hampshirescouts_](https://instagram.com/hampshirescouts)
- On Twitter at [@hampshirescouts](https://twitter.com/hampshirescouts)