

WHITE PAPER

TEAM LONDON
VISITOR
EXPERIENCE
TRAINING
PROGRAMME

MAYOR OF LONDON

2020



The TEAM LONDON Visitor Experience Training Programme was rolled out in September 2020 in anticipation of the 2020 London event calendar and in particular, EURO 2020. The rollout was delayed due to the COVID 19 worldwide pandemic. The programme was designed and delivered by the MoonShot Team.

For this programme, the City of London Volunteer Leadership Team was taken through a facilitated process to set out the foundation of the programme. This included using already established operational standards that translated into a more focused training programme. Phase one of the rollout programme was to establish an online training portal within the Rosterfy event management workforce system where volunteers could self pace themselves through the three modules. Phase two will be in person training for all volunteers delivered by the training team at the City of London. MoonShot will design and deliver a “train the trainer” programme to this training team in early 2021.

PROGRAMME FRAMEWORK

COMMON PURPOSE

The Common Purpose was established through by the City of London Volunteer Leadership Team through a facilitated process led by the MoonShot Team.



View the Common Purpose video produced by the MoonShot Team [HERE](#).



EXPERIENCE STANDARDS

For this programme, operational standards known as experience standards were identified and integrated into the training programme. Quality, experience or service standards define the “how” behaviours and actions required to deliver the desired culture of a high performing volunteer workforce.

The graphic features the title 'Experience Standards' in a large, bold, black font on the left. To its right is a dark grey rectangular box containing the text 'MAYOR OF LONDON' in white, uppercase letters. Below the title, five experience standards are listed in a blue font, numbered 1 through 5. The standards are: 1. Safe, 2. Approachable, 3. Respectful and Inclusive, 4. Knowledgeable and Prepared, and 5. World Class Teammate.

Select this [LINK](#) to check out the training video produced by the MoonShot Team.

Additional content is provided within the Rosterfy training module to ensure volunteers know what desired behaviours are expected from them while they are representing the City of London. Here is an example of what “APPROACHABLE” means:

#2 Approachable - Experience Standards

Being **approachable** ensures that our visitors feel that we are available and willing to assist, support and help. Being approachable means displaying positive body language at all times as well as making eye contact within 3 meters.

Do not be afraid to say “I don’t know” but try to have an alternate solution for the visitor to find the information they seek. Always apologise and thank them for visiting.

At Team London, positive body language is:

- Keeping our arms to our side or behind our back
- Having a clean and tidy uniform
- Refraining from leaning against objects
- When offering wayfinding, using a two-finger or whole hand pointing gesture
- When in small groups, always paying attention to approaching visitors with brief eye contact to let them know you are available
- Using positive facial expressions
- Using [active listening techniques](#)

BE “ONE STEP AHEAD”

For volunteer training, we are encouraging volunteers to be “ONE STEP AHEAD” so we can predict and prepare for our visitor’s needs, wants, expectations and individual requirements.

Four Simple Steps

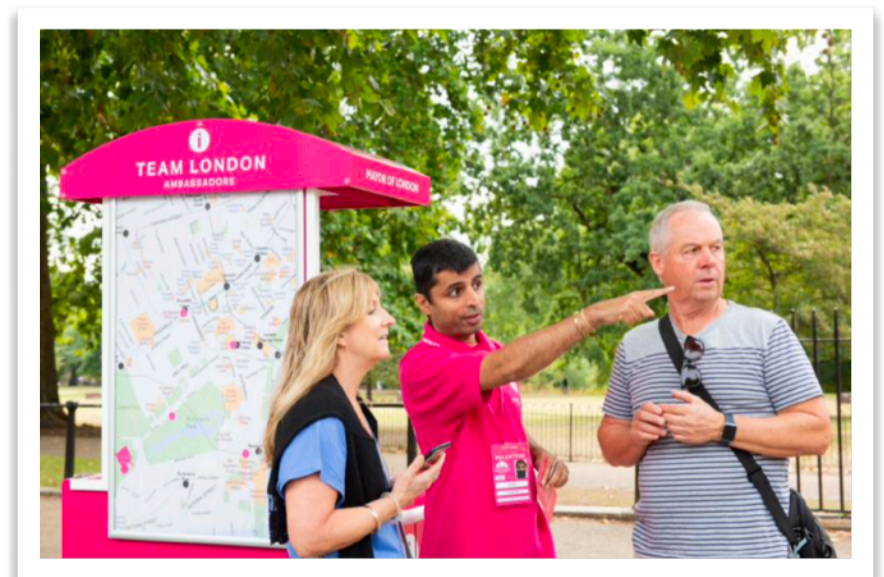
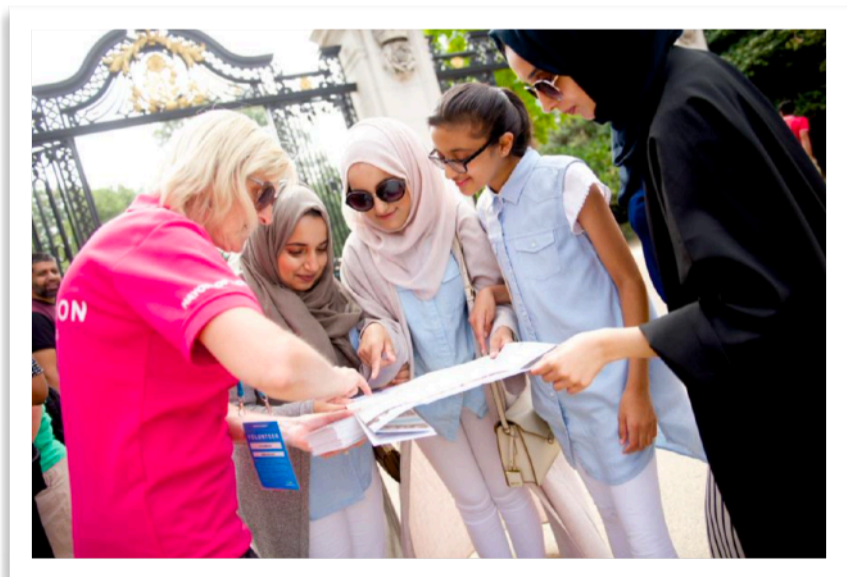
Volunteers will be encouraged to exhibit four simple steps during every visitor interaction. These steps ensure a consistent experience with every volunteer and ensure we are meeting our common purpose “to welcome the world and create a better visitor experience through active volunteering.”

Four Simple Steps

To every visitor interaction

MAYOR OF LONDON

- 1 Give a Warm Welcome.
- 2 Learn a Story. (when appropriate)
- 3 Anticipate Needs.
- 4 Give a Friendly Farewell.



Select this [LINK](#) to check out the “ONE STEP AHEAD” video produced by the MoonShot Team.

Our Top 5 - Operational Delivery

Operational delivery through day of event briefings would include key visitor information including a call to action for volunteers to know their TOP 5!



Here to Help!

MAYOR OF LONDON

Know your Top 5!

1. Evacuation options, meeting point procedures & team leader info
2. Event information including key timings & key processes
3. Nearest transport & tourist options
4. Nearest toilets and accessible facilities
5. Nearest food & beverage/merchandise options






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