

RE THINK ER

Volunteering with a purpose

An insight into the collaboration between
ReThinkers and conference organizers –
value, commitment, and local pride



Introduction

VisitAarhus has a department that works with volunteer engagement. We call this department ReThinker, and here we work to involve citizens as active volunteers in various tasks.

We call the volunteers ReThinkers, and they help with tasks for cultural organizations, events, and conferences, for example.



Why involve volunteer ReThinkers?

Volunteers contribute to better and more engaging guest experiences, increased visibility, and you can create unique ambassadors for your event. In this catalog, you will find inspiration on how to involve volunteers.



Freezing, thirsty, and hungry volunteers who don't know what they're doing are rarely a big help!

- Anne-Sofie Thomasen, Project Manager ReThinker



Important advice before involving volunteers:

1. Use your common sense – is this task suitable and meaningful for volunteers?
2. Clear tasks: Describe the task clearly and consider how many volunteers you actually need.
3. Level of information: Provide volunteers with the necessary knowledge – e.g., via email 2-3 days in advance or at an information meeting.
4. Contact person: Have someone responsible for welcoming and guiding the volunteers.
5. Resources: Volunteering requires time and budget – consider catering, working hours, etc.
6. Insurance: You are responsible for ensuring that volunteers are covered throughout the event.

Hosting

Volunteers are on site as visible and welcoming hosts, greeting guests, providing guidance, and answering questions.

Guests are met by friendly and helpful volunteers who help enhance the guests' experience of the event.

The volunteers contribute to creating a sense of security and abundance, and they help you as the organizer with a professional and warm welcome.

Suggested tasks:

Welcoming guests

Answer questions

way finding

Distribution of name tags

Assist with packing, e.g., goodie bags

Reception and check-in of participants



Benefits for the meeting organizer:

Volunteers ease the workload of professional staff and ensure a personal welcome on site. Guests' first impressions are improved and the level of service is enhanced.

Benefits for volunteers:

Volunteers have the opportunity to meet people from all over the world, develop service skills, and help create a positive atmosphere and guest experience. Volunteers feel that they are making a difference to the event.

Meet the destination and the locals

Volunteers help to create unique and memorable experiences.

Personal encounters with volunteers contribute to creating an authentic and credible experience for guests.

Suggested tasks:

Dine with a local

Morning run
before the event
starts

Social activities

Creative
workshops



Benefits for meeting organizers:

The conference differentiates itself by offering unique experiences that strengthen guests' ties to the city and increase participant satisfaction.

Benefits for volunteers:

Volunteers have the opportunity for cultural exchange, gain language and social skills, feel a sense of pride, and showcase the city. They experience companionship and new perspectives through encounters with international guests.

Activities

Volunteers can help out with informal networking activities or break activities. This can tie the conference together and create natural meeting places for guests.

Volunteers can also be a valuable source of knowledge—they can contribute skills and offer new and different perspectives on the local community.

Suggested tasks:

Walking bus
(shared walk
to/from venue)

Local cultural
quiz with
volunteer support

Walk & talk

Creative
workshops



Benefits for the meeting organizer:

The activities contribute to greater interaction and networking among participants, which increases the value of the conference. Volunteers ensure the smooth flow of your facilitation.

Benefits for volunteers:

Opportunity to participate in fun and meaningful contexts where they can strengthen their facilitation skills and networks and build relationships across cultures and disciplines.

Practical tasks

Volunteers help with logistics and preparation, ensuring a well-run event with attention to detail, while also gaining insight into your organization behind the scenes.

Volunteers can add value to your event by helping out with exciting creative tasks.

Suggested tasks:

Small practical tasks and location setup

Creative decoration of the location

Pack and prepare name tags, goodie bags, or similar items



Benefits for the event organizer:

Extra hands, enabling larger and more ambitious events to be held.
Help with packing, sorting, and similar tasks.

The volunteer's reward:

Participating in practical activities gives a sense of ownership and responsibility. At the same time, organizational skills are strengthened, which can be used in both voluntary and professional contexts.

Get inspired by volunteer involvement

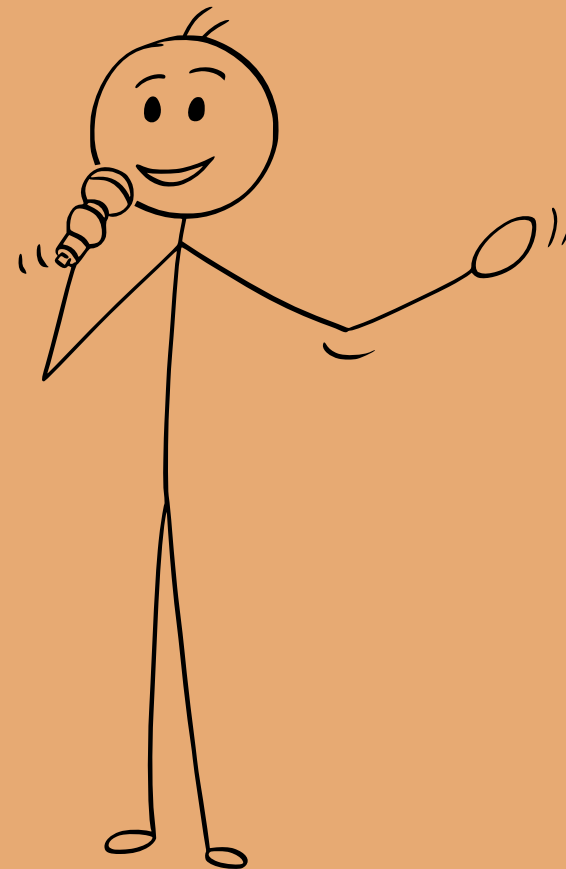
If you are interested in learning more about how you can involve volunteers in your conference, you will have the opportunity to meet one of VisitAarhus' volunteer coordinators during your site visit prior to the conference.

The volunteer coordinator will give a short presentation on the value that involving volunteers can add to your conference and provide specific examples of where involving volunteers makes sense.

Benefits for the meeting organizer:

This gives you, as organizers, the opportunity to incorporate volunteering into the conference from the outset and ensure that resources are allocated for this purpose.

You will have the opportunity to ask questions and be inspired by examples from previous conferences.



Would you like to involve volunteers in your event?

ReThinker uses the digital platform ReHelper, which is a marketplace where you can create your event and make a corresponding volunteer schedule free of charge.

Our volunteer department is ready to help you every step of the way.

portal.rehelper.dk/rethinker-aarhus

Thank you for reading!

We look forward to hearing from you.

“Following the conference, we have been overwhelmed by the positive response. Participants, colleagues, and others have expressed not only their satisfaction but also their delight at seeing such a well-organized and well-run conference. And the praise often centers on our fantastic volunteers.

-Markus, ECREA ReThink Impact”

“

We had help packing conference bags, making name tags and badges. You ran back and forth at the conference and showed everyone the way so they could find their locations on time.

On Saturday, we all ran extra fast from museum to museum, and you made sure everyone came along – and back to their hotels in some cases! It was my first time working with volunteers and Rethinkers, and I am incredibly impressed and grateful for your help and good advice along the way!

-Wencke Maderbacher ICOM CECA Europe”



Contact information for the volunteer department

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