

A Guide to Booth Etiquette

A few hints to help when you are representing Girl Guides of Canada at community trade shows and events

When you set up your booth/table

- ✓ Be sure to display lots of pictures of girls and Guiders enjoying Guiding experiences. Talk to your area PR adviser to find out what is available.
- ✓ Have a poster or banner that says “Girl Guides of Canada” displayed where people who are walking by can easily see it. Place it on the wall behind you. Do not hang it on the table where people will hide it as they walk past.
- ✓ Have a good supply of brochures, bookmarks, stickers, etc. available to hand out. Be sure they have the 1-800 membership number on them so people can call back with questions after the event. Tell them the 1-800 membership number is answered locally and they can get information about anything that GGC does, from recruiting girls to where the cookie blitz is going to be held, simply by calling that number.
- ✓ Have a supply of *A.5 Initial Girl Membership Forms* and *A.1 Membership Application Forms* to hand out to interested people. Be sure to give them a contact name, usually a District Commissioner, to return the completed forms to.
- ✓ If possible, purchase a supply of the plastic carry bags with the GGC logo on them from your Guide Shop (the ones given out when people make purchases at the Guide Shop). People will use them to put the handouts, etc. from other booths in, but they will be advertising Girl Guides of Canada as they walk around.

Have something to draw people in:

1. Cookies are great because you can call out “Would you like a Girl Guide Cookie?” to passersby. They all know about our cookies and, even if they don’t want to try one, will usually stop and talk to you.
2. Have a draw they can enter; perhaps for a year’s free membership in a unit. If they don’t have a girl who can use it, tell them they can give it to someone else or donate it to a unit to use for a girl who can’t afford to pay her fee. The draw slips will also give you a list of names to contact directly or to mail recruiting materials to.
3. Have colouring books and crayons and/or candy to hand out to the children. Be sure to give to both boys and girls.
4. If your audience is going to be young children, make up a supply of “Good Turns Counters” (pattern at the end) to hand out. They are cheap and easy to make and will give you a chance to talk about doing good turns at home to the children, which their parents think is a great idea, and also talk about Sparks and Brownies.

Some housekeeping hints:

- ✓ Good housekeeping is very important! Have a garbage bag (put it out of sight under a table) so you can keep your space clean and clear of clutter.

- ✓ Never eat or drink in your booth.
- ✓ If you want to put on make-up, comb your hair, clean your nails, etc, don't do it in your booth, go to the washroom.
- ✓ Never leave your booth unattended.

When you talk to the public:

- ✓ Have a warm and appealing smile.
- ✓ Make eye contact.
- ✓ Always stand never sit. It makes you more approachable and welcoming.
- ✓ Body language is important. Do not slouch or act bored.
- ✓ Be a good listener. Let the visitor do most of the talking.
- ✓ Ask open-ended questions such as "Were you a member of Girl Guides as a girl?" "Is your daughter in Girl Guides?" and so on.
- ✓ Be well informed about Girl Guides of Canada.
- ✓ When describing the benefits and features of GGC, stay on track, do not lose focus.
- ✓ Don't chat with the person who is working with you or on your cell phone, and ignore the people who come to talk to you.
- ✓ Make notes for follow up with visitors, with their names and telephone numbers.

Most importantly-Follow up with the contacts you make! They are going to expect to hear from you and, if they don't, might decide you don't care and may no longer be interested in joining Guiding as an adult or putting their daughter into a unit.



"Good Turns" Counter

This is a great craft to use for "Bring-a-Friend" meetings or as an "attention getter" at PR events!

I participated in an event set up by the city for pre-school aged children to acquaint their parents with the services available to them and we made up a bunch of these to hand out. We would approach parents with girls and offer them one for their daughter (we also gave them to their brothers if they had one). This gave us an opening to talk about Sparks, how community service (doing good turns) is a part of our programs and Guiding in the community.

The girls loved the counters and they are very inexpensive to make.

Materials:

- Dark blue 1/8" ribbon (represents the leaders)
- Pony beads in the colours of Guiding-pink, orange, royal blue, green, red, yellow, dark blue (represents the girls branches)

- Small safety pin
- Scissors

Method:

- ❖ Cut a 13" piece of ribbon.
- ❖ Fold ribbon in half. Put one end of the ribbon through the circle at the bottom of the safety pin and slide the pin up to the middle of the ribbon. Tie an overhand knot under the safety pin leaving two even long ends.(Fig. 1)
- ❖ Take the pink bead and pass one end of the ribbon through it.(Fig. 2)
- ❖ Take the other end of ribbon and pass it through the same bead from the other side. They cross inside the bead.(Fig. 3)
- ❖ Snug the bead up against the knot under the under the pin and continue putting the other beads on the same way.
- ❖ Snug all the beads up and tie the ribbon ends together about 1/4" from the ends, leaving an open space between the beads and the knot.
- ❖ Each time the girls do a good turn they move one bead down to the knotted end. When they have moved all the beads down they can move them back up again. There are seven beads so they can do one good turn a day and then talk about what they did at their next meeting.

