



## TIPS AND BEST PRACTICES FOR FAIRS AND OUTREACH EVENTS



Thank you for representing Center For Family Services at an outreach event in our community. As an agency, we rely on staff members like you to help us share our message and make a lasting impression on those you interact with. Below is a list of tips we encourage each staff member attending these events follow to be an effective and friendly communicator.

### Be Prepared

It's important to be aware of what you need to bring with you and to give the Public Relations department enough notice prior to the event. Please be sure to coordinate a time to pick up table materials at least one day prior to the event.

Each representative will be given a rolling cart with a Center For Family Services tablecloth, giveaways, tabletop banners, folded program guides, and programs brochures. If there are specific program brochures needed for the event, please in form the Public Relations Department.

### Be On Time

Most events have a set start time for table set up, usually 15-30 prior to the event. It's important to arrive at least 15 minutes before any event (even if not stated), both as a courtesy to the organizer, and so that you will have enough time to set up your table.

### Be Organized

A well organized table is an attractive table. Take time to arrange your materials in a tidy manner and replace brochures and giveaways as needed.

### Be Flexible

Sometimes multiple programs attend the same event. When you arrive, look around for other Center For Family Services programs. We encourage staff to set up tables next to one another. For some events, multiple programs may be required to share a single table. It's a great way to meet other staff members and learn about their programs. More importantly, it will give those in attendance a better idea of the size of our agency.

If multiple programs are attending the same event, or if sharing a table is required, Public Relations will make you aware ahead of the event.

### Be Attentive

Remember that you are a representative of Center For Family Services and are there to engage with members of the community and potential clients. Please refrain from the use of your personal or work cell phone during an outreach event.

### Be Engaging

First impressions can make a big difference. Be sure to greet everyone who approaches your table and be prepared to answer any questions they might have. Try to make sure that they leave with some of our materials.

### Be A Team Player

Keep in mind that you are representing the entire agency. Always identify yourself as a Center For Family Services employee and be prepared to give a brief explanation of our agency. It's always helpful to reference our continuum of care chart in the program guide to help give people a better idea of the services we provide.

If you'd like to learn more about our continuum of care or how to become a Center For Family Services Brand Champion, check out our online trainings on the staff section of the website.

### Be Helpful

If you don't know how best to answer someone's question, assure them that another Center For Family Services staff member probably can. Utilize the program guide, and encourage people to call our Access line or visit our website to learn more about our more than 70 programs.

### Be Courteous

When your event is over, please return your rolling cart, tablecloth, tabletop banners, and any unused print materials to the Public Relations department as soon as possible. Outreach materials are shared by the entire agency and need to be available to anyone who requests them. Also, be sure that your returned cart is free of any trash or non-Center For Family Services materials.