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Media release - 70

Kick-off for UEFA EURO 2008™ volunteers

Vienna/Zurich – Things are now really starting to move for the 5,000 EURO 2008 volunteers with kick-off events in all eight host cities. Before the volunteers, who were carefully selected from among 17,644 applicants, start welcoming spectators or chauffeuring guests, for example, they have an evening's entertainment to get them in the mood for the event and specific training to get them prepared. The first events are taking place today in Vienna and Zurich.

For the organisers, training is a key part of the volunteer programme. "It's important for the volunteers to be well prepared," says Christian Mutschler, Euro 2008 SA tournament director for Switzerland, who is also in charge of the volunteer project. "Their enthusiasm and excitement are real advertisements for the tournament."

Almost two-thirds of the 5,000 volunteers who will assist Euro 2008 SA come from Austria and Switzerland, while over 75 nations are represented in all, with many from Germany, some from Italy and France and a few from as far away as Costa Rica, Togo, Uganda, Indonesia and Nepal. 62.3% of EURO volunteers are men and the average age is 34.3.

Before the tournament itself gets under way, the volunteers have the following to look forward to:

- 1) **Kick-off event:** Eight kick-off events will mark the start of UEFA EURO 2008™ for the 5,000 volunteers who will be involved in the tournament. In each host city, the 500 volunteers, or 1,000 in the case of Vienna and Basel, will be invited to an evening of events so that they can get to know their EURO team. Under the tournament slogan, "Expect emotions", participants can look forward to a programme that includes information, film contributions, guest speakers and a first look at the exclusive volunteer uniform, all of which is designed to get them in the mood for the big event.
- 2) **Specific training:** In each of the 14 sectors, the volunteers will prepare for their assignments in separate training sessions. A total of 130 sessions are being organised in the eight venues. The majority will be held in the volunteer centre or somewhere near the stadium.

Three examples:

- Volunteer driver training: Volunteer drivers will complete a one-day driver safety training course on Swiss and Austrian motoring association test tracks. This course is being organised in conjunction with KIA and Hyundai. The volunteers will familiarise themselves with the vehicles and brush up on road safety and fuel-efficient driving.
 - Welcome Service: The volunteers who will help greet guests at the airports and hotels will receive two-day "customer excellence training" in which professional trainers will teach them the basics of looking after guests.
 - Accreditation: The accreditation volunteers will receive specific IT training in the accreditation centre and will learn how to issue accreditations.
- 3) **Volunteers as ambassadors – ambassador skills:** Since the volunteers will come into frequent contact with guests, fans, media and officials during the tournament, it is particularly important



that they are friendly and come across well. They will therefore receive special training in “ambassador skills” and together will establish the ground rules. The emphasis will be on communication, making the right impression and treating guests properly.

Dates for the remaining kick-off events:

Austria

Salzburg: 26 April
Salzburg Congress
Auerspergstraße 6, 5020 Salzburg

Klagenfurt: 10 May
Casino Velden
Am Corso 17, 9220 Velden

Innsbruck: 17 May
Congress and Messe Innsbruck
Rennweg 3, 6020 Innsbruck

Switzerland

Basel: 26 April
Musical Theater Basel (MTB)
Feldbergstrasse 151, CH-4057 Basel

Geneva: 3 May
Halle Sécheron
Avenue de Sécheron 12, CH-1202 Genf

Berne: 17 May
BEA Bern Expo, hall 150
Mingerstrasse 6, CH-3000 Bern 22

Should you wish to attend one of these events, please register via media@euro2008.com by the Monday beforehand. Please specify the city and date of the event in your email.

For further information on the volunteer programme:

<http://en.euro2008.uefa.com/newsfiles/564707.pdf>

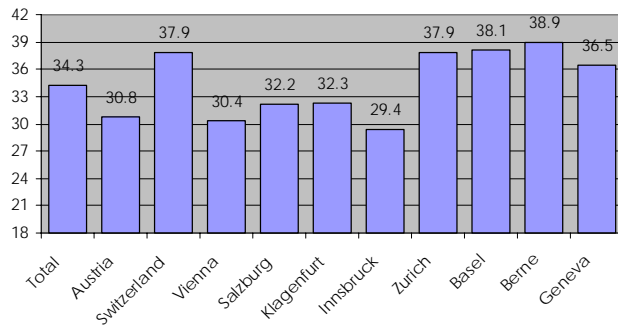
For further information:

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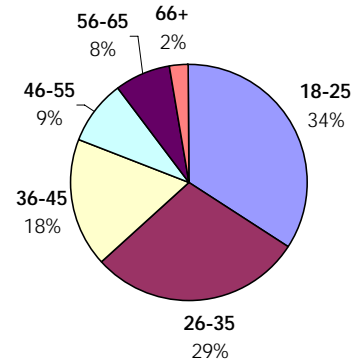


Statistics on the 5,000 EURO 2008 volunteers

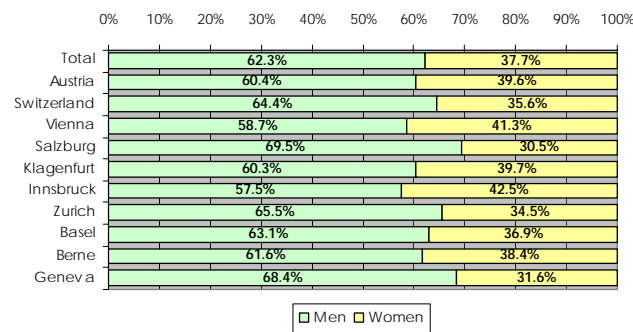
Average age



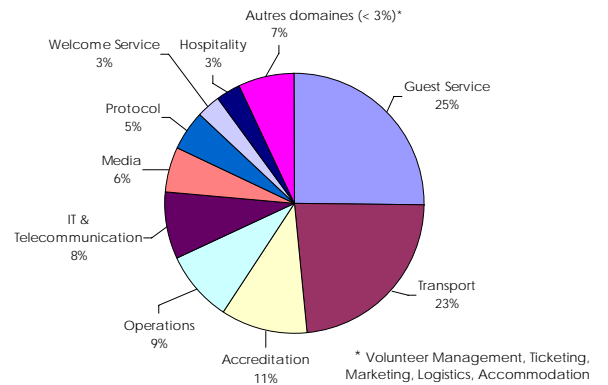
Distribution by age



Distribution by gender

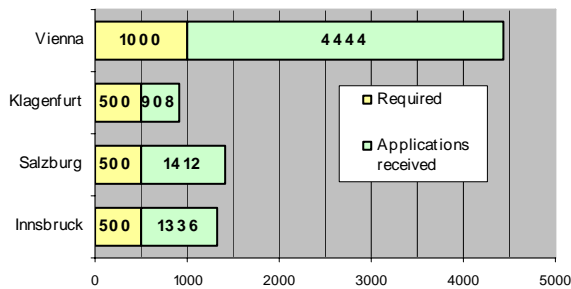


Distribution by sector

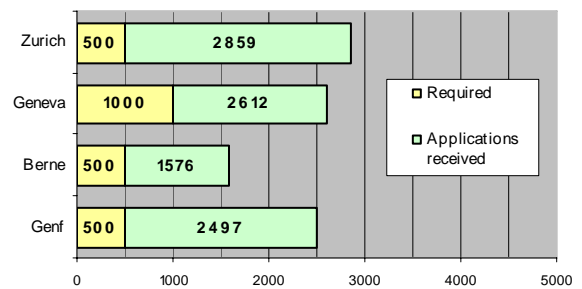


Total applications

Austria: 8100 applications



Switzerland: 9544 applications





19 April 2008

Volunteer Programme Factsheet

The volunteer programme in figures

- 17'644 candidates applied to be a volunteer for UEFA EURO 2008™
- 10,000 candidates were invited to an interview in order to recruit the 5,000 volunteers for the European Championship
- 5,000 hours: estimated total duration of all the interviews
- 218 days – from 27 July 2007 until 29 February – lasted the recruitment. Each day an average of 81 candidates applied
- 200 candidates on average will be interviewed during a recruitment weekend
- 130 training days are necessary in order to prepare all volunteer for the tournament
- 120 people in the team of interviewers
- 78 years: the age of the oldest volunteer
- 75 nations are represented among the volunteers
- 69 different positions in 14 deployment areas are planned
- 34.3 years: the average age among the volunteers
- 30 minutes: the length of one interview
- 17 years: the age of the youngest volunteer. He will celebrate his 18th birthday on May, 31st, just in time to fulfil one of the basic requirements
- 1 objective shared by all applicants: to make their own personal contribution to a successful UEFA EURO 2008™

The 14 deployment areas

Accommodation: This sector concerns the organisation of accommodation for all target groups involved in the tournament (staff and guests), the provision of the best possible infrastructure for these groups and the coordination of office and work space for UEFA and Euro 2008 SA staff. The volunteers will be the first port of call for these groups, answering their questions and providing administrative and, where necessary, logistical support.

Accreditation: This department will plan and regulate access to the eight stadiums and areas within them, as well as to the International Broadcast Centre (IBC), for all parties involved, such as referees, players, officials, media, volunteers, service providers, suppliers and partners. Volunteers will be working in the accreditation centres, where they will welcome visitors and provide them with a personalised identity card.

Guest Service: Over 1 million spectators from home and abroad will visit the eight stadiums in Switzerland and Austria during the final round. Guest services will provide a contact point for all visitors and fans. The volunteers will inform, look after and offer support to visitors inside and around the stadium. To a certain extent, they are the Euro 2008 SA welcome committee for all ticket holders.

Hospitality: Around 120,000 guests (VIPs and sponsors) will be welcomed, fed and entertained by the hospitality team. This sector is also responsible for catering for staff, media representatives and volunteers. Hospitality volunteers will help with the organisational preparations, look after guests and clients and provide information where required.



IT & Telecommunication: Every day, approximately 2,700 journalists and photographers will be reporting on UEFA EURO 2008™ via TV, Internet, radio, e-mail and telephone. An IT and telecommunications network will be set up and maintained in order that journalists and other personnel can enjoy the best possible working conditions. Volunteers in this sector will have a variety of tasks: IT service and support, TV production, information desk or back office.

Logistics: The logistics department is responsible for the smooth operation of all transport, delivery, storage and distribution processes connected with UEFA EURO 2008™. Tasks in this sector include the coordination and organisation of various setting-up and dismantling projects and the prompt delivery and distribution of goods. This sector will also provide clothing for all staff members. Volunteers will support all of these processes, coordinating and generally lending a hand where required.

Marketing: UEFA EURO 2008™ has ten sponsors with international rights, as well as eight national supporters. In order to implement and protect the advertising rights of these partners, UEFA will be creating an advertising-free zone around each stadium, where only official sponsors will be allowed to advertise. Volunteers will support the marketing department by fulfilling office duties, conducting stadium tours and monitoring the advertising-free zones. They will also supervise the ball-boys and -girls and flag-bearers.

Media: Thousands of international journalists and photographers will be reporting on UEFA EURO 2008™ and up to 9 billion viewers in more than 170 countries will follow the tournament on television. Each of the eight stadiums will have its own Media Centre, providing media representatives with ideal working conditions. Volunteers will be the first points of contact, distribute the latest information and help with the organisation and coordination of the press conference rooms, TV studios, photographers' rooms and press boxes.

Operations: The operations sector is responsible for all activities directly linked to the matches themselves. This includes, for example, the coordination of the team base camps, the proper organisation of the matches, the preparation of pitches at the training grounds and stadiums and the provision of medical care for teams and officials. Volunteers will assist the Venue Team with match preparations, prepare meetings and take minutes. Another important task is car park management.

Protocol: "Protocol" is very important for UEFA. National and international guests from the worlds of sport and politics will be invited to UEFA EURO 2008™. They will need to be looked after. In addition, a ceremony will be held before every match. Volunteers will support these activities.

Ticketing: A total of more than 1 million match tickets are being made available for UEFA EURO 2008™. Ticketing volunteers will be the first points of contact for ticket-holders in all eight host cities. They will deal with any queries and provide customer service.

Transport: This department will help to provide smooth, reliable transport services for the 16 participating teams, officials, referees, media representatives, UEFA guests and partners. Volunteers will operate as drivers, in the transport office or as coordinators at the airports, hotels and stadiums.

Volunteer Management: All activities linked to the voluntary helpers will be planned and implemented by the Volunteer Management department. This sector will look after the volunteers and ensure that everything runs smoothly. It will also deal with training, job allocation, the Volunteer Centre, catering and the Volunteer Culture.

Welcome Service: This department will look after UEFA guests (VIPs, Executive Committee, sponsors and partners) at the airports and hotels. Volunteers will welcome these groups, provide them with information and deal with their questions and requests.



Requirements

Basic requirements

Volunteers at UEFA EURO 2008™ must fulfil the following three conditions:

- Age: candidates must be at least 18 years old on 1 June 2008.
- Language skills: English and German/French (for Geneva). Or English and the language of a country that qualifies for the final round.
- Availability: must be available throughout the final round (7 to 29 June 2008). Some volunteers were required in the run-up to the final round and/or for the final round draw in Lucerne (2 December 2007).

Work experience

Professional qualifications are not the only factor in the selection of volunteers. Experience of voluntary work is not necessary, but is an advantage in some sectors.

Personality

An applicant's personality is also important. Anyone who can show motivation, reliability, team spirit and enthusiasm had a good chance of being selected as a volunteer for UEFA EURO 2008™.

Services provided by Euro 2008 SA

Training

Volunteers will be prepared for their duties as part of a specific training programme. Training for the final round will begin at the end of April 2008 and is compulsory. It comprises general information about the tournament and the role of volunteers as well as job-specific training. The training programme will also give the volunteers an opportunity to get to know each other and to begin to work together as a team.

Volunteer centre

All eight host cities will have a so-called volunteer centre. These will be the volunteers' "home" during the tournament, where they can prepare for their duties, enjoy additional activities together, eat and drink or relax when they are off-duty. In the tournament preparation phase, the volunteer centre will also serve as the venue for training sessions and the distribution of volunteer uniforms.

Uniforms and catering

Volunteers will receive an exclusive adidas uniform and will be catered for free of charge while they are on duty.

Transport

During UEFA EURO 2008™, volunteers will be able to use public transport in Austria and Switzerland free of charge on the days when they are on duty.

Certificate

After the tournament, all volunteers will receive a certificate confirming their work as volunteers at UEFA EURO 2008™, which they can include on their CV.

