

**London Organising Committee of the Olympic  
Games and Paralympic Games Ltd**

**London 2012 Games Maker Programme**



# The Importance of Volunteers

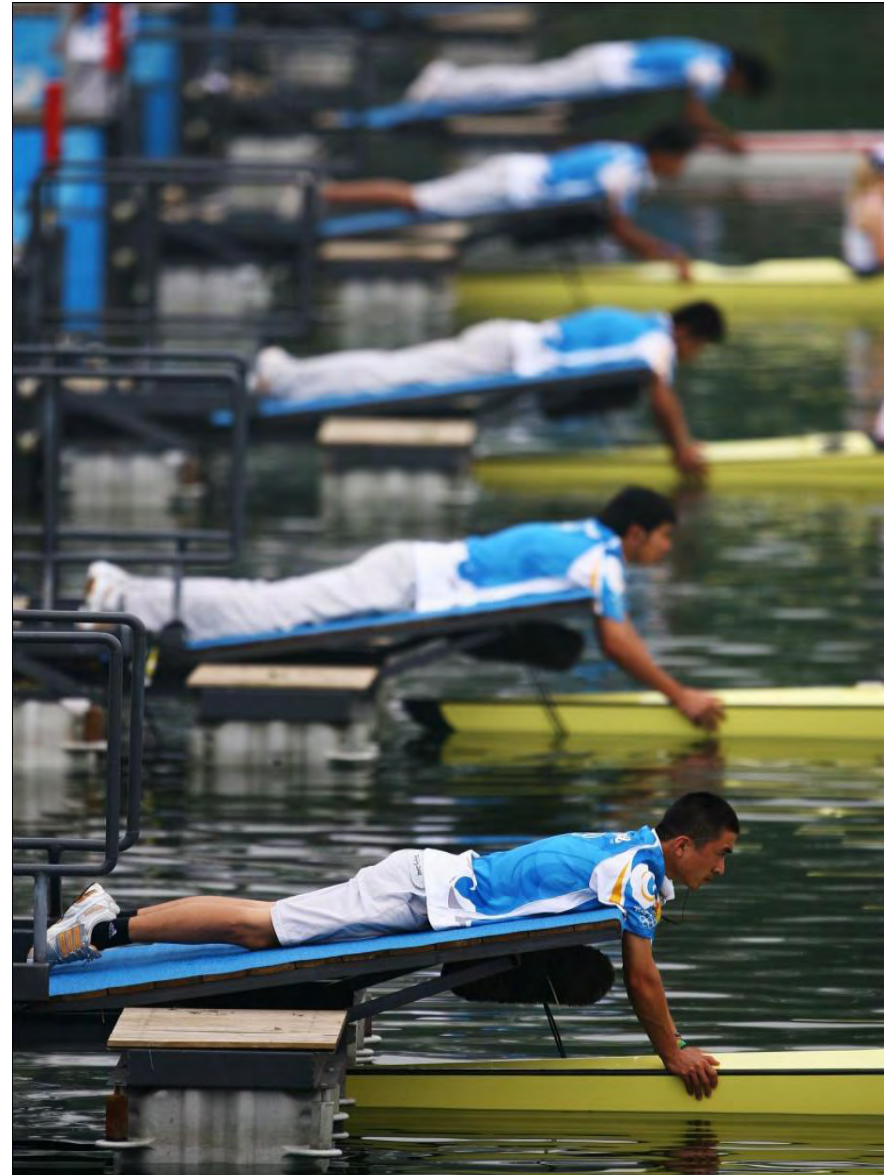
*“No other function is more critical to the success of the Games than the volunteer function.*

*The Games cannot be great without an excellent team of volunteers.”*

Gerhard Heiberg  
President/Chairman of the 1994  
Lillehammer Games

*“Volunteers can make the difference between a good and a great Game.”*

Lord Coe  
Chairman of London2012



London 2012.....



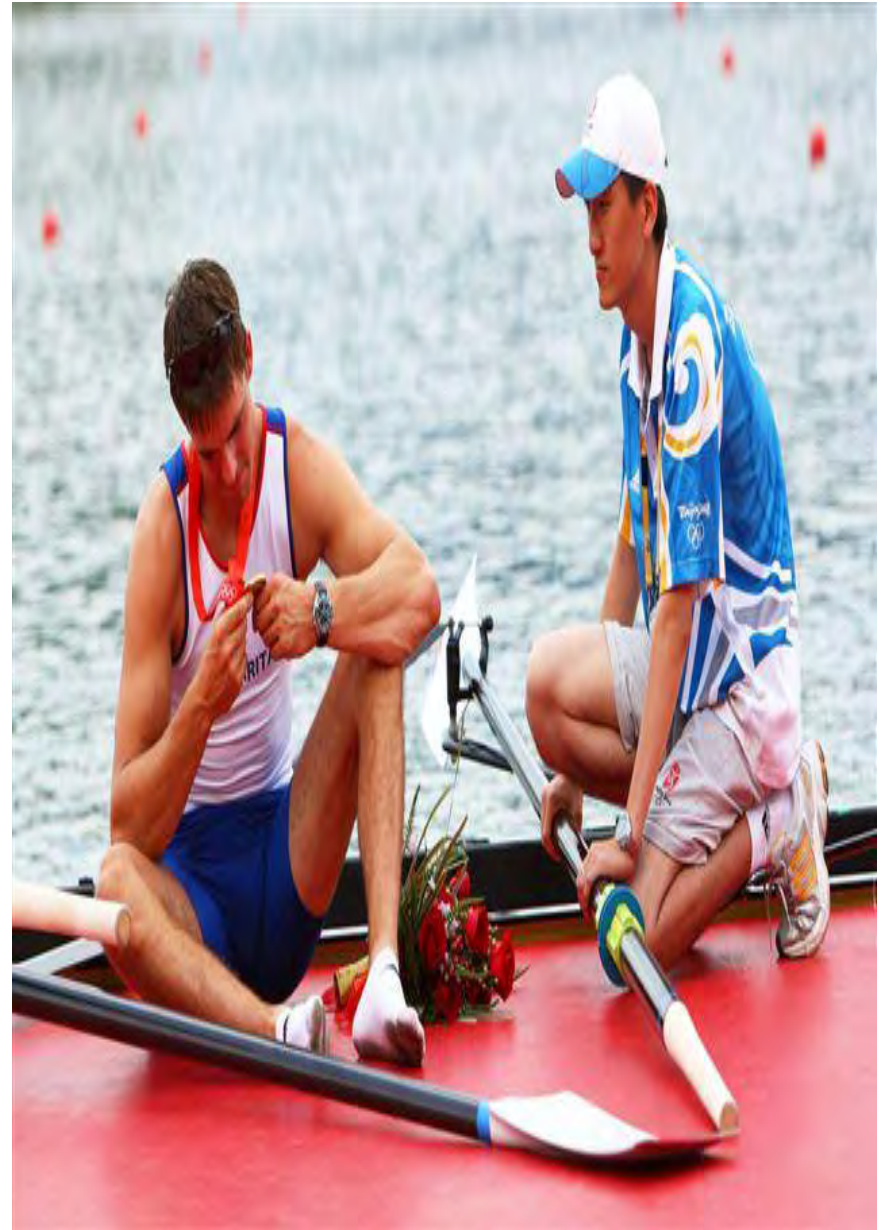
# Objective

A unique experience of a lifetime...

“To inspire, retain and deliver great Games time volunteers by making their experience along the way inspirational, informative and inclusive.”

A workforce remembered as...

- Passionate
- Informed
- Skilled
- Team



# Programme Priorities

## Nations & Regions

Our volunteer workforce represents all of the UK

## Diversity & Inclusion

Deliver a 2012 Games that truly encompasses the world in one city

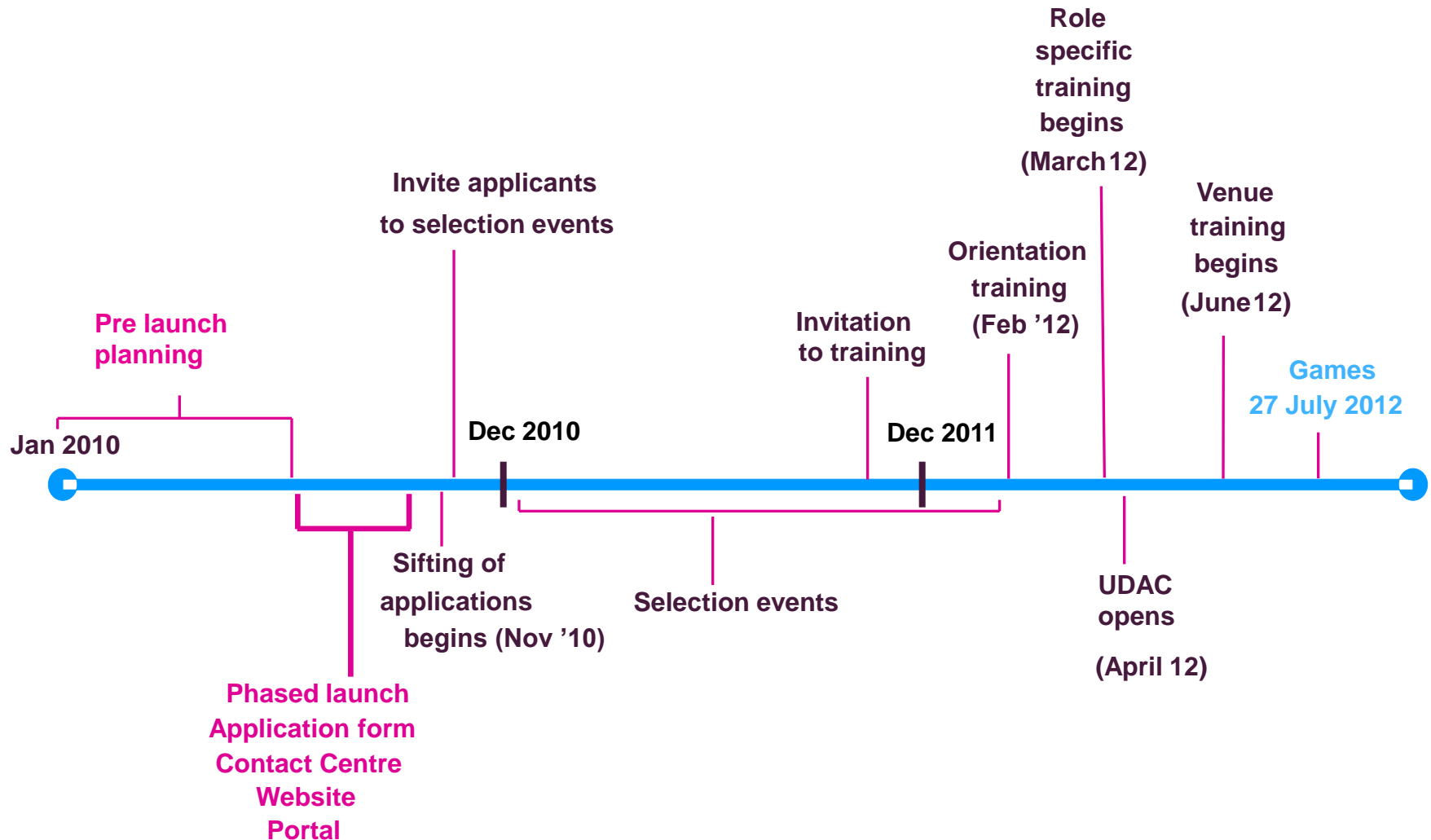
## Youth

Bespoke programme for 16-18yrs –  
“Young Games Makers”

!



# The Volunteer Programme journey



# Meeting the Challenge



THE LEADER

Photograph by F. Barry

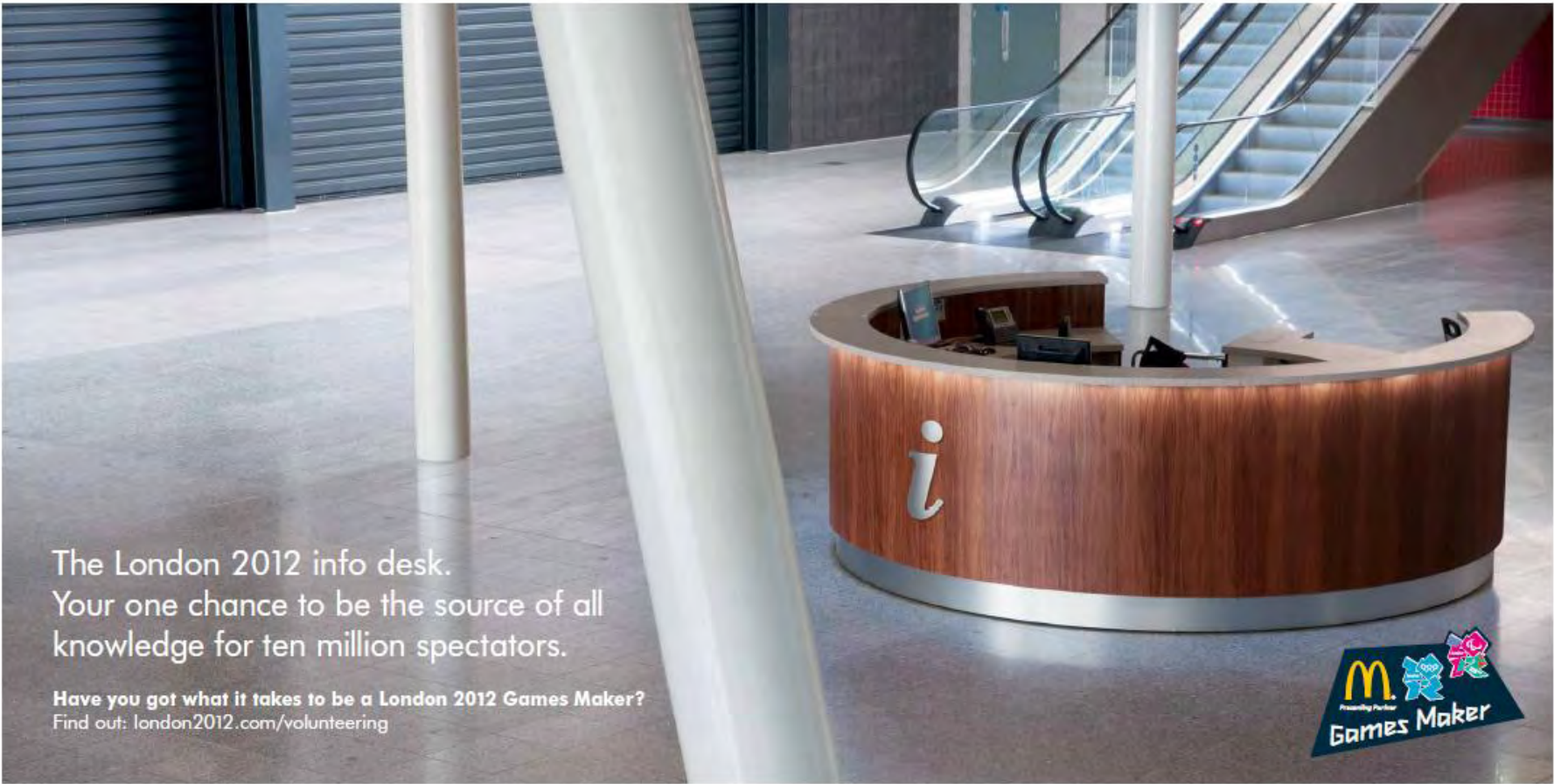




Ten days giving directions.  
Ten nights nursing a sore throat.  
Just so you can tell the grandkids you made  
the Olympic and Paralympic Games happen.

**Have you got what it takes to be a London 2012 Games Maker?**  
Find out: [london2012.com/volunteering](http://london2012.com/volunteering)





The London 2012 info desk.  
Your one chance to be the source of all  
knowledge for ten million spectators.

Have you got what it takes to be a London 2012 Games Maker?  
Find out: [london2012.com/volunteering](http://london2012.com/volunteering)



The Olympic Stadium on opening night.  
Costumes in need of final adjustments.  
Thread, needles, pinpricks, plasters, thimbles.  
Then four billion people see the fruits of your labour.

**Have you got what it takes to be a London 2012 Games Maker?**  
Find out: [london2012.com/volunteering](http://london2012.com/volunteering)



8 hours watching the starting line.  
Then Bolt turns up, hands you  
his tracksuit and says "Thanks, mate."  
Usain Bolt just called you "mate."

**Have you got what it takes to be a London 2012 Games Maker?**  
Find out: [london2012.com/volunteering](http://london2012.com/volunteering)



The Daily Telegraph – 27<sup>th</sup> July 2010

The Sun – 27<sup>th</sup> July 2010

1/3 Page manifesto print ad

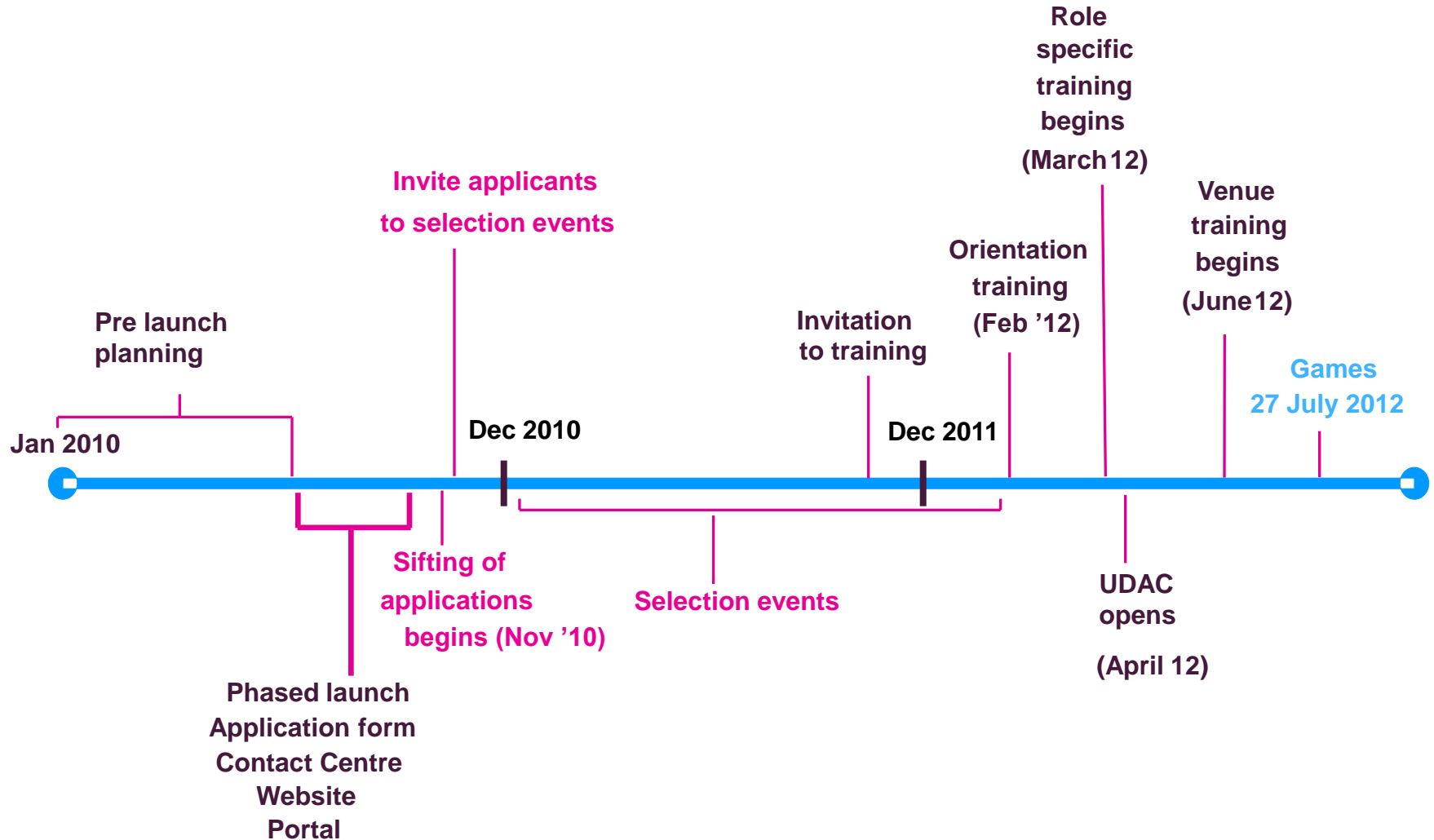


Half page National print ad



Full page manifesto print ad

# The Volunteer Programme journey



# Sifting

Over 830 Games Maker roles

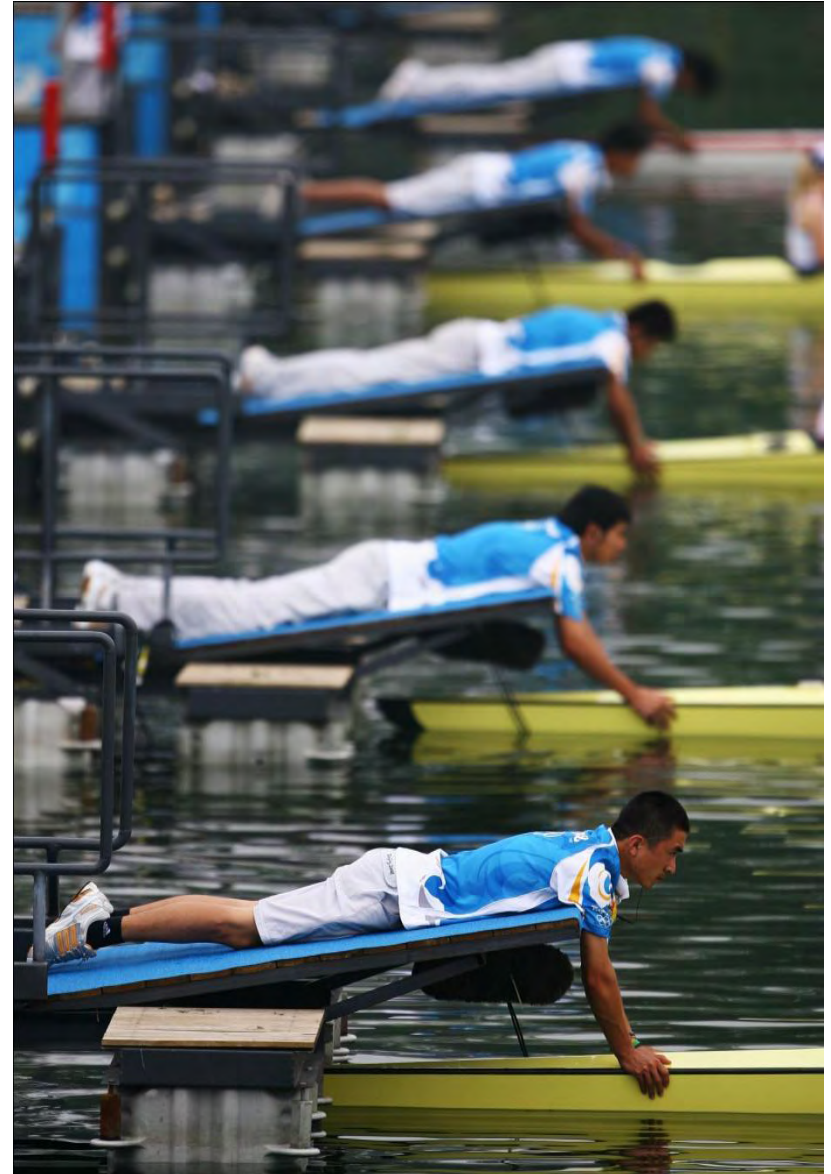
57 competition and non-competition venues

## Specialist Volunteers

- Sport – *including specialist sport volunteers*
- Anti-doping – *incl. Doping Control Officers*
- Technology – *incl. Results Team Members*
- Medical
- Press Operations

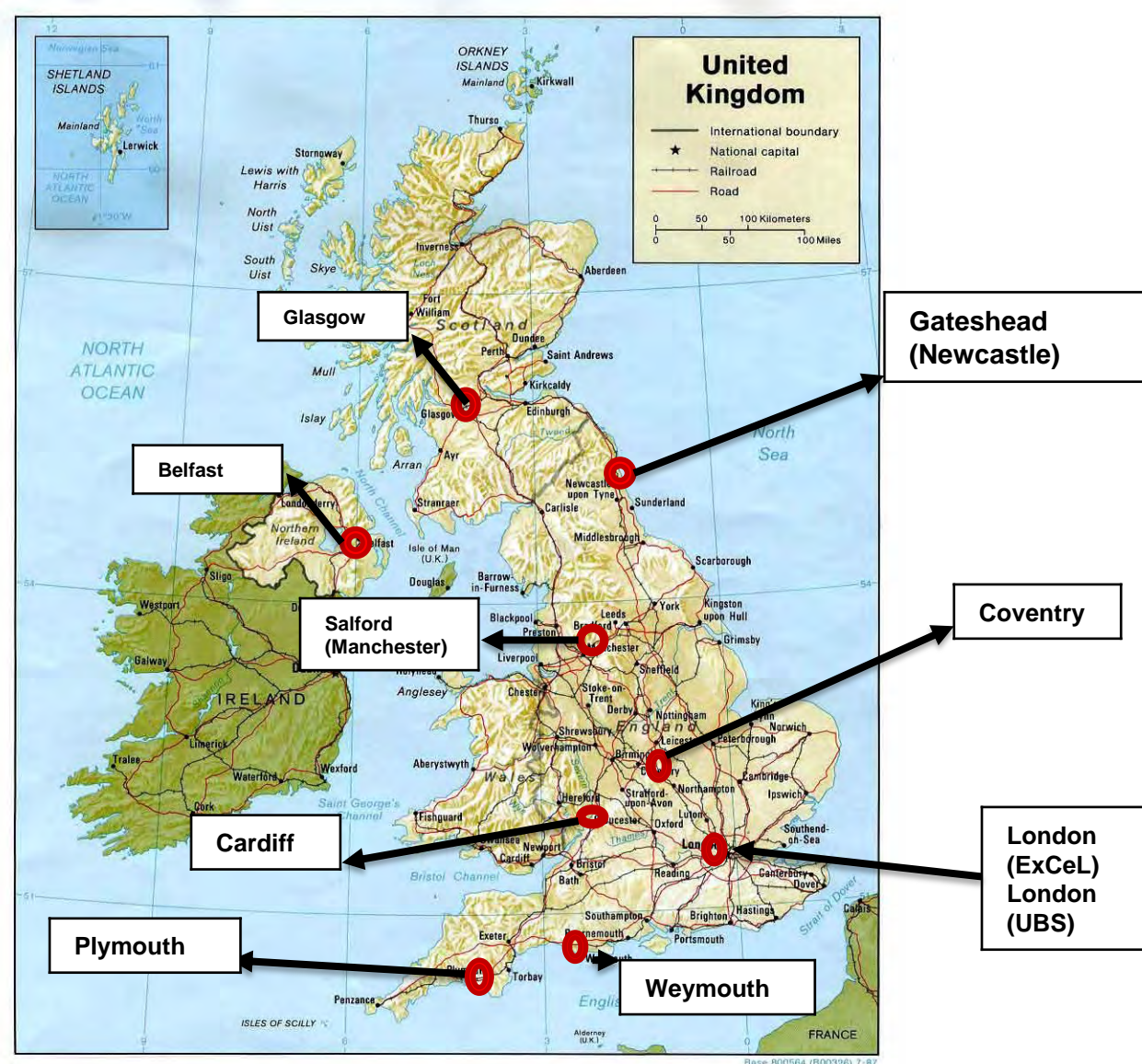
## Generalist Volunteers

- Event Services
- Transport
- Village Operations



# Selection Event objectives and locations

1. Engage and Excite
2. Educate people about being a Games Maker, London 2012, history of Olympics and Paralympics, history of volunteering, other volunteering opportunities
3. Put people at ease
4. Make everyone 'proud to be a part of it' – both the Games Maker journey and London 2012 overall
5. Epitomise great organisation and efficiency
6. Provide an environment conducive to an excellent interview experience
7. Communicate next steps of the journey clearly





# Games Maker Selection Event - London

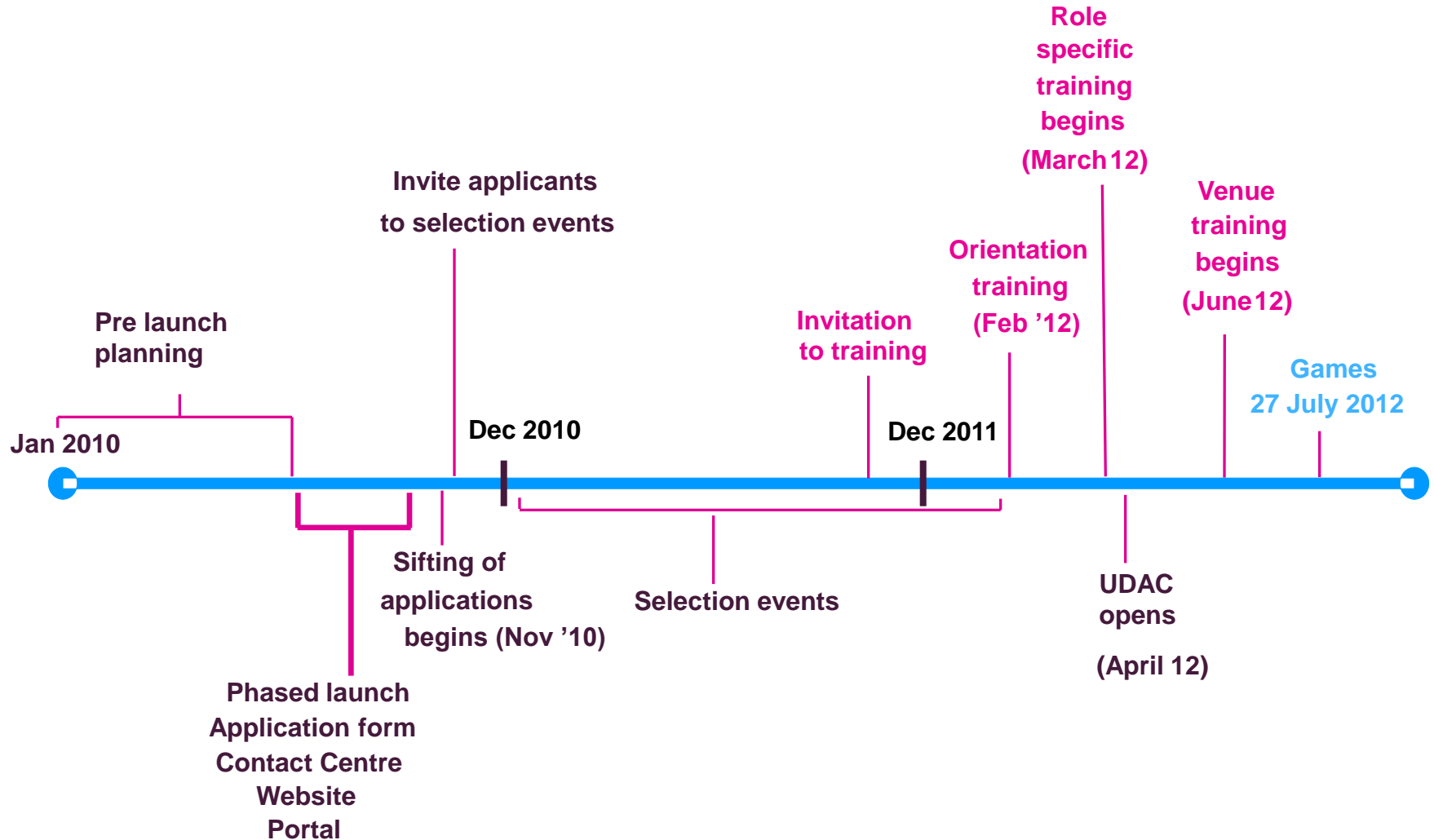


# Selection Event Feedback

- Quality of applicants is exceptional
- Presence of Functional Area teams at the Event makes a huge difference



# The Volunteer Programme journey



# 4 Elements of Games Time Training

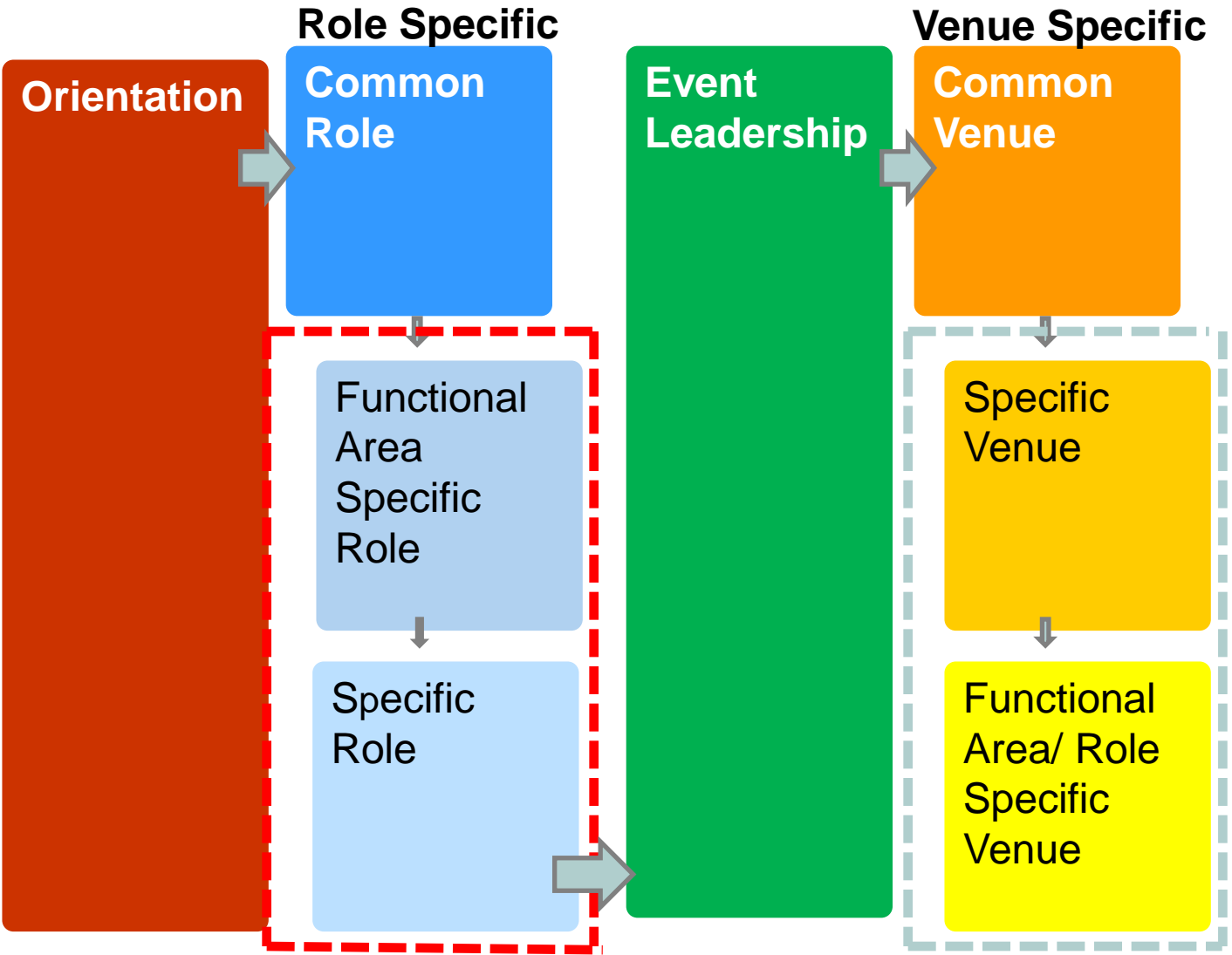
## Test Event Training

Test Event Orientation

Test Event Venue

Test Event Specific Role

FA Dependency



# Thank You

The official Emblem of the London Organising Committee of the Olympic Games and Paralympic Games Ltd is protected by copyright. © London Organising Committee of the Olympic Games and Paralympic Games Ltd 2007. All rights reserved.

