



## Guide for Staffing an AOLS Display Booth

Association of Ontario Land Surveyors
Public Awareness Committee



# Staffing an AOLS Display Booth Know the exhibit system

DO







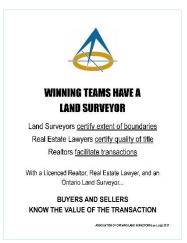
Pop-up Table Top Roll up

Ask about how to set up and take down the hardware before taking the booth from the AOLS office, or receiving shipment.

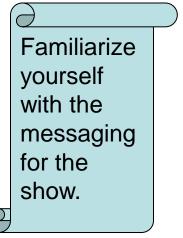


# Staffing an AOLS Display Booth Know the message

DO







#### **SPEAKING POINTS:**

#### FOR ALL STUDENTS:

- Professional Surveying a career without limits.
- Demographics members are retiring (supply) → need for staff (demand)
- The busy season in the surveying industry is in the summer. Consequently, most firms hire summer students.
- With experience comes opportunity!

People with more experience will get the better jobs. So make sure to get as many summers experiences as you can before graduation. Equally, having established yourself at a firm enhances your prospects upon graduation.

■ Employers Requirement:

Employer's expectation is that you will have some hands on experience with total stations, data collectors and GPS equipment, as well as the ability to prepare hand drawn field notes. Skills relating to CAD, calculations (COGO) and GIS software are also desirable, though at a more basic level. There should also be some understanding of the difference between grid and ground coordinates, as well as some knowledge of Ontario's Land Registration System. These skills would be a valuable asset and can be gained either at school or during summer employment.

Surveying is a technically savvy profession

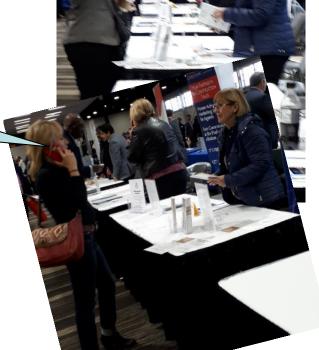




**Know the show** 



Like... I know all about surveying thingies...where's the food court?



DO

Help visitors with directions to facilities.



#### DO

## Staffing an AOLS Display Booth

Be well groomed

Choose your attire carefully to suit your audience. Sometimes matching attire works best.





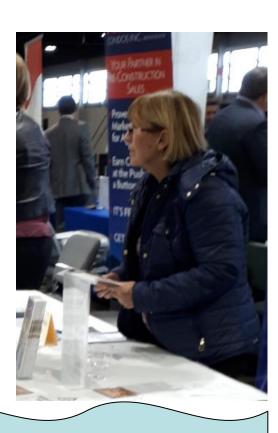


# Staffing an AOLS Display Booth Wear comfortable clothing

DO







Wear comfortable clothing and shoes. Temperatures can vary on the show floor and it is necessary to stand for long periods.



# Staffing an AOLS Display Booth Keep the booth neat and attractive

DO



It should always look neat and tidy as it did when the show opened.



### Be confident





Your confidence comes from being prepared.

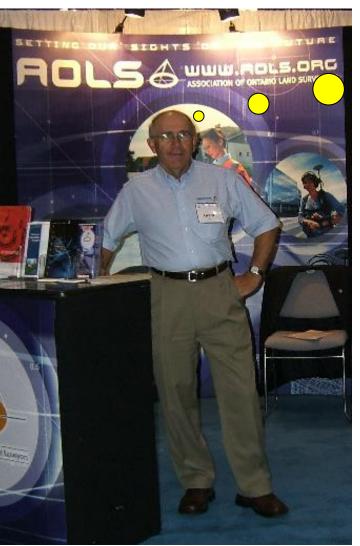


DO

## Staffing an AOLS Display Booth

### **Be honest**





Please...please...don't ask me the hard ones...I'm a planner and consulting marketer not an O.L.S.

If you don't know the answer to a question, promise to get answers and follow up immediately following the show.



**Treat all visitors equally** 





Treat visitors with respect and attention.





A lot of people find the odour of tobacco smoke on clothing or breath annoying and/or repulsive.



# Staffing an AOLS Display Booth Drink or eat at the booth

#### **DON'T**



Alcohol is definitely out, and spilled coffee and food can damage your display. If fluids are needed - keep water out of sight.



Sit while greeting



Hello...
I'm over
here...

**DON'T** 

Chairs are for limited repose and visitors. Be ready to greet visitors – on your feet.



# Staffing an AOLS Display Booth Ignore visitors

**DON'T** 



If you must have a conversation with a colleague, don't be so engrossed that you ignore waiting prospects.



# Staffing an AOLS Display Booth Leave the booth unattended

#### **DON'T**



People who have taken the time to visit your booth deserve to have someone there to greet them when they arrive.



# Staffing an AOLS Display Booth Go into another booth unless invited

**DON'T** 



This is one of the written or unwritten rules of a show.



#### **DON'T**

## Staffing an AOLS Display Booth

**Knock the competition** 



Never say negative things about your competition. People want facts, not your opinions (unless asked).



# Staffing an AOLS Display Booth Comments? Questions? I am here to answer....

