

## Sample Team Roles for Event Coordination

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Several tasks are involved in putting on an NVC training, workshop or conference — whether keynoted by Marshall Rosenberg or any other trainer. Participants are more likely to attend future events when the one they've attended runs smoothly and efficiently, and the venue is physically enjoyable. Use this worksheet to consider all tasks involved, and to divide tasks among your volunteers (or paid staff) to ensure equitable distribution of workload and maximization of skills.

We encourage you to use the Event Planning Worksheet included in the Event Coordination Toolkit to plan, recruit, and develop your volunteer team. Whether your event is in 2 months or in a year, sharing responsibilities is an effective way to keep the team life-serving. Volunteers will have clarity on their contribution, without risking burn-out. Use the worksheet below to identify your team. Not all roles need to be filled and some volunteers may choose to fulfill more than one role at a time — use the roles that are most relevant to you.

### **EVENT COORDINATOR.**

#### **Responsibilities may include:**

- Creating/managing event coordination budget
- Creating/managing implementation of the event coordination plan
- Recruiting and delegating tasks to volunteers
- Recruiting and delegating tasks to promotion coordinator
- Keeping board apprised of event coordination progress (if relevant)
- Keeping a “pulse” on all event tasks
- Day-of volunteer management

**Recruitment timeframe:** 1 year to 3 months prior to event

**Suggested experience / skills:** prior event management /budget experience, volunteer recruitment and retention, leadership/coordination skills including delegation of tasks, strong interpersonal communication skills, ability to manage multiple tasks in high stress environment, ability to manage multiple deadlines.

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### **EVENT VENUE COORDINATOR**

#### **Responsibilities may include:**

- Research and secure event venue for workshop / conference
- Negotiate fees for event room/venue, space for registration and/or book sales tables, catering (if appropriate), parking, signage to direct attendees, audio-visual equipment (microphones/sound system).
- Confirm event venue details month and week of event
- Provide promotion team driving directions to event venue and information on parking (including if fees will be charged)
- Provide event coordinator directions to venue, room description (size, number of chairs, set up of room) to provide to speakers. Relay any special instructions on the room set up from trainers to venue managers.

- Day-of event, coordinate all venue details, including setup/tear down of registration and book sales tables, coordinate catering, heating/cooling of room, etc.

**Recruitment timeframe:** 1 year prior to event (as many venues book up far in advance)

**Suggested experience / skills:** Interpersonal communication, ability to negotiate costs/fees, prior event management skills or ability to meet deadlines.

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## **PROMOTION COORDINATOR.**

### **Responsibilities may include:**

- Creating/managing event promotion plan and budget
- Managing the implementation of the event promotion plan
- Providing feedback/input on event or training titles, descriptions, and fee structures
- Create event promotion materials (or work with volunteer to create materials)
- Coordinating with the Event Coordinator and board (if relevant) to obtain feedback on event promotion materials
- Managing the printing and distribution of promotion materials
- Adding event information to organization's website (or work with web designer volunteer to add info to website)
- Recruiting and delegating tasks to volunteers
- Keeping board apprised of event promotion progress (if relevant)
- Keeping a "pulse" on all event promotion tasks

**Recruitment timeframe:** 1 year 6 months prior to event

**Suggested experience / skills:** event or training promotion experience, familiarity with NVC, graphic design and copywriting experience (or access to volunteers with graphic design and copywriting experience), media relations experience (if relevant), volunteer management, and ability to manage multiple deadlines, identify the best possible promotion strategies and maximize a limited budget.

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## **WEBSITE MANAGER/DESIGNER.**

### **Responsibilities may include:**

- Adding all event information and promotional copy to website
- Updating website as needed

**Recruitment timeframe:** 1 year 6 months prior to event

**Suggested experience / skills:** website design experience

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## **SCHOLARSHIP COORDINATOR(S).**

### **Responsibilities may include:**

- Determine process for requesting and awarding scholarships
- Review all applicants, award scholarships based on process established
- Coordinate with registration coordinator on identifying scholarship awardees the day of the event (to avoid confusion when they register)

**Recruitment timeframe:** 3-4 months prior to event, or prior to taking registrations  
**Suggested experience / skills:** Interpersonal communication skills

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### **PRE-REGISTRATION COORDINATOR(S).**

**If registrations and workshop payments will be taken online, responsibilities may include:**

- Setting up web-based registration account, forms and payment processing (such as using [www.RegOnline.com](http://www.RegOnline.com))
- Printing RegOnline event registration reports prior to the day of the event and provide to day-of-event registration volunteers (shows who's registered, balance owed if any, etc.)
- Managing post-event refunds (if applicable)
- Organize and train event-day volunteers to manage attendee registration table and to take day-of-event registration payments (if applicable)

**If registrations and workshop payments will be taken online, responsibilities may include:**

- Setting up paper-based registration forms or phone-based registration processing (if applicable), and excel database for managing all registrations/payments by hand
- Creating registration reports for day of the event and provide to day-of-event registration volunteers (shows who's registered, balance owed if any, etc.)
- Managing post-event refunds (if applicable)
- Organize and train event-day volunteers to manage attendee registration table and to take day-of-event registration payments (if applicable)

**Recruitment timeframe:** 3-4 months prior to event, or prior to taking registrations  
**Suggested experience / skills:** Interpersonal communication skills

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### **BOOKS/MATERIAL RE-SALE COORDINATOR.**

**Responsibilities may include:**

- Purchase NVC learning materials at wholesale (from CNVC or PuddleDancer Press' distributor, IPG)
- Keep a running inventory of materials
- Obtain all event-day book sales supplies, including: Cash box with adequate change, credit card payment processing materials (if relevant), receipt booklets and pens, signage indicating who to make checks payable to, etc.
- Coordinate volunteers to set up and manage event-day material sales, including training on how to process credit card orders.
- Manage set-up and tear-down of book sales materials tables/chairs and books.

**Recruitment timeframe:** 3-4 months prior to event, or prior to taking registrations  
**Suggested experience / skills:** Interpersonal communication skills

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## **DAY-OF-EVENT VOLUNTEERS.**

### **Responsibilities may include:**

- Door greeters — welcome attendees, direct people to the room, answer questions
- Catering/refreshments — work with event venue to be sure catering and refreshments are replenished adequately, and refreshment tables are clean
- Handout distributors — distribute training handouts as people walk through the door, or during the event. Distribute pens/paper for exercises, if needed.
- Microphone distributors — in larger venues where use of a hand microphone is appropriate, distribute microphone to audience participants as needed.
- Announcers / trainer introductions — welcome attendees, provide announcements about location of bathrooms/exits and when breaks are, introduce speakers.
- Donation request announcers — request donations and explain how/where to make a donation (if relevant)
- Registration table — help manage processing of registrants and receiving payment balances (if relevant)
- Book sales table — promote sales of books, answer questions about specific learning materials, make suggestions about best books/materials for customer's learning needs, take payments for books.
- Set-up / tear down — help setting up tables/chairs, stage/speaker space, catering/refreshments, signage, etc.

**Recruitment timeframe:** 3-4 weeks prior to event

**Suggested experience / skills:** Interpersonal communication skills