



Olympic Torch Relay Community Celebrations Employee engagement guide



For RBC representatives on Olympic Torch Relay Community Task Forces



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Helping your employees experience the celebration

Since the Olympic Torch Relay route was announced last November, RBC ambassadors on community task forces across the country have done an outstanding job of building excitement in their teams. But the real excitement will happen when the Olympic Flame pauses in your community for one of 190 magnificent celebrations. When it does, we want as many of our employees as possible to join in the fun.

To help our sales teams show RBC's strong, enthusiastic support of this once-in-a-generation celebration, we're going to be:

- ▶ Encouraging as many RBC Royal Bank employees as possible to attend the celebration and join in the fun.
- ▶ Providing 12-20 volunteer opportunities at each community celebration for local RBC employees to be part of the RBC on-site team (your spreadsheet will indicate exactly how many volunteer opportunities exist at your celebration).
- ▶ Providing volunteers at community celebrations with an RBC-branded clothing keepsake and a meal or meal stipend.
- ▶ Providing 10-30 additional off-site pre-celebration "cheer squad" volunteer opportunities in key markets (your spreadsheet will indicate exactly how many volunteer opportunities exist at your celebration).

Your role

We're proud to be able to bring the Olympic Torch Relay to Canadians, but we're even more proud to be able to bring this 106 day celebration to our employees across the country. This guide is designed to help you take your local employee engagement to the next level. It gives you a thorough understanding of the celebration and RBC's onsite presence, and it comes with a simple spreadsheet to help you collect volunteer names. Once you've provided the names, national office will take care of the rest.

Thanks again for playing such a strong role in our Olympic Torch Relay sponsorship, and congratulations on your community being selected to commemorate the experience. Our community relationships are stronger than ever thanks to you.

RBC's onsite activation

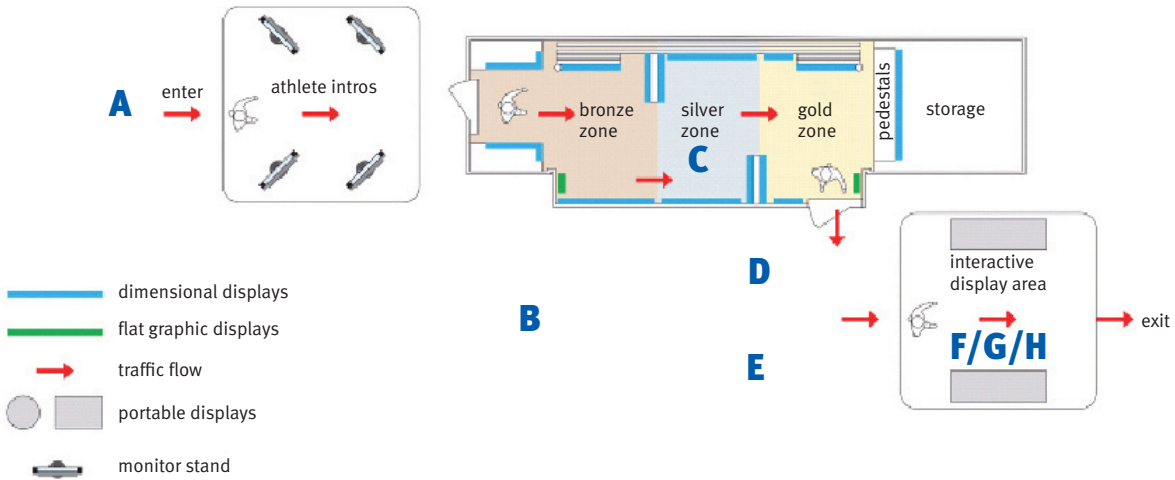
VANOC will host a main stage experience with a variety of entertainment acts celebrating our Canadian heritage. RBC and Coke will also host performances on the main stage for your town for approximately 15 minutes each. Details of RBC's 15 minute program will be finalized in August.

RBC and Coke will each have their own strategically positioned large area to engage consumers with branded content for 2 hours. Ours will playfully encourage attendees to create a better Canada by living a sustainable lifestyle. It will consist of:

- ▶ A hybrid truck (that runs on solar/wind energy and is heated by solar radiant heating) showcasing a bronze to silver to gold path to sustainable living at home. It's highly interactive and unlike anything attendees will have seen before.
- ▶ Tents where consumers will be able to learn about RBC's commitment and support of Canadian athletes from playground (grassroots) to podium (professional), as well as water conservation measures. They can try to snowboard like our Olympians, test their water protection knowledge at our hockey shoot out, or get a picture with the Olympic Flame. They may even get to check out some real Olympic medals and meet an actual Olympian!

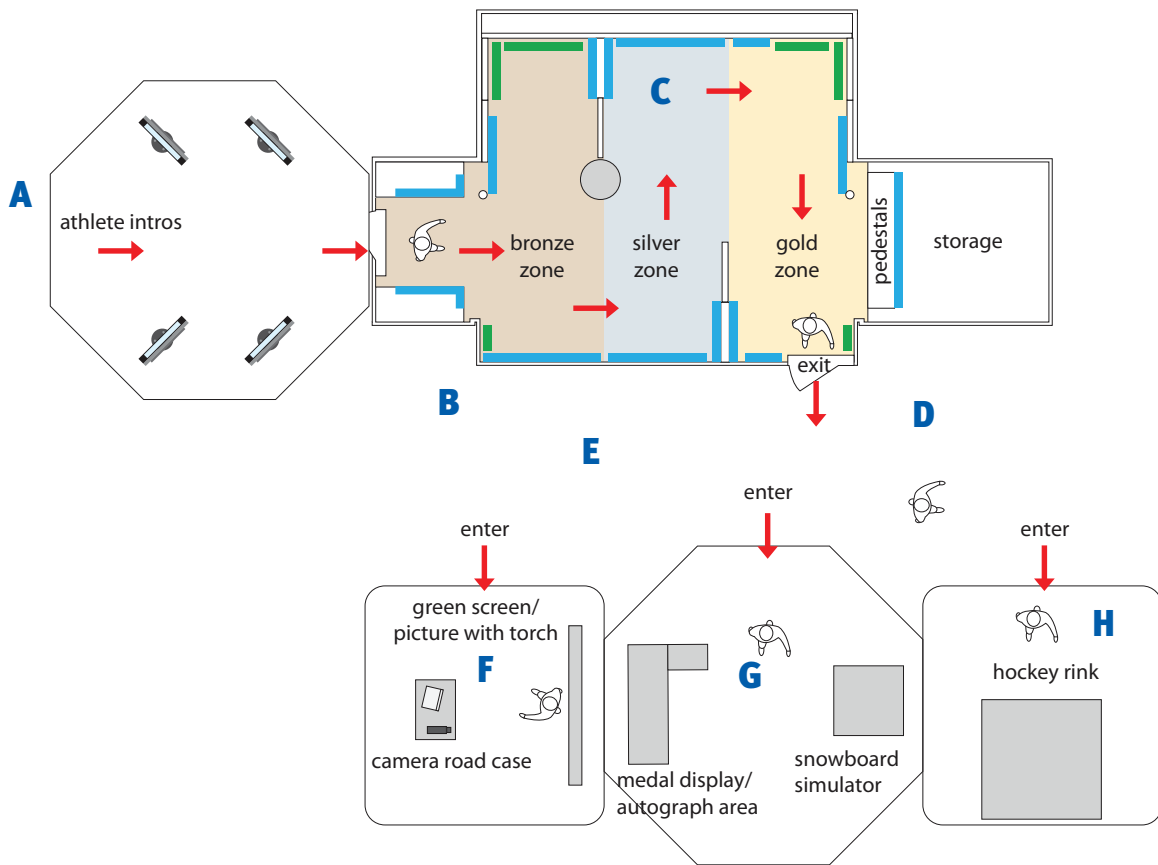
Regular RBC footprint

Blue capital letters indicate volunteer roles



Expanded RBC footprint

Blue capital letters indicate volunteer roles



Extending volunteer opportunities

The travelling RBC Olympic Torch Relay crew consists of 50 people. At your celebration, they will require approximately 12-20 local RBC volunteers to fully bring the RBC experience to life. Volunteers must be current RBC employees who are energetic, outgoing and comfortable talking with the public about RBC, its products and its services.

In select key markets, approximately 10-30 additional off-site pre-celebration “cheer squad” volunteer opportunities can be offered. Cheer squad volunteers are for a shorter period of time, and are not provided the same RBC-branded clothing and meal or allowance that celebration site volunteers are.

Your accompanying spreadsheet indicates exactly how many volunteer opportunities exist at your celebration.

The ideal candidate

All volunteers should be full of energy, have a positive attitude and want to participate in this unique experience. It will be an action packed two hours with consumers, but well worth it.

While employees in all roles are encouraged to volunteer, at least 6 of your 12-20 volunteers should be from the following roles:

- ▶ Mobile mortgage specialist
- ▶ Investment and retirement planner
- ▶ Branch Manager / Sales Manager (FP & SB) / VP Commercial
- ▶ Account Manager / Sr Account Manager, Financial Planner / Sr Account Manager Business & Personal
- ▶ Commercial account manager.

Volunteer roles that require more than one person (e.g., contest entry) should include at least one RBC employee from among the roles listed above.

Submitting volunteer names

A simple volunteer recruitment form (sample below) has been created to help you capture names. Simply complete the form (including identifying team captain) and return it to the RBC Olympic Torch Relay advance team at dcook@gmrmktg.ca by September 1, 2009. Please copy your regional community marketing manager when you submit your form.

Community Celebration RBC volunteer recruitment form

Submit this form to dcook@gmrmktg.ca by September 1, 2009
Copy your regional community marketing manager

Community Name:	Nanaimo		
Day / Date:	Day 2	Sat. Oct 31, 2009	
Volunteer Arrival Time:	17h00	Celebration Start Time:	19h00
CTF Member Name:	Mark Lovick	Advance Team Manager:	Cali
Volunteer Team Captain:			

#	Volunteer Role	First Name	Last Name	Phone #	E-Mail Address	RBC Role	Notes
	Sample	John	Smith	416-974-1234	john.smith@rbc.com	Mortgage specialist	
1	Greeter/ Crowd Control						At least one volunteer from roles identified in guide (page 5)
2	Greeter/ Crowd Control						
3	Leo the Lion						
4	Leo the Lion Handler						
5	Home Lending						
6	Home Lending						
7	Home Lending						
8	Handheld Contest Entry						At least one volunteer from roles identified in guide (page 5)
9	Handheld Contest Entry						
10	RBC Tents						
11	RBC Tents						
12	RBC Tents						
13	RBC Tents						
14	RBC Tents						

Your volunteer recruitment form is customized to your community celebration.

The volunteer experience

Along with being an ambassador for RBC and sharing in the excitement of this once-in-a-generation celebration, each volunteer at the celebration site will be given:

- › an RBC-branded clothing keepsake
- › a meal or meal stipend.

The time commitment

- › Day of: Approximately 5 hours in total. 1-2 hrs in advance of going live for training, role review and uniform distribution. 2 hrs of interaction with consumers, 1 hr to wrap up. Full details will be provided with volunteer training.
- › Prior: Training session(s) and preparation tips (approx. 8 hrs in total spread over multiple days).

Tips and strategies for choosing volunteers

- Engage your regional community marketing manager if you are unable to staff the minimum required number of volunteers for your celebration.
- Look to surrounding branches/offices within a one-hour drive, with the expectation that employees will be reimbursed for mileage and will likely not be able to find hotel accommodation overnight in celebration towns (VANOC has booked a significant number of rooms in many communities for the convoy staff).
- Familiarize yourself with the day and time of your celebration. Depending on your community, your celebration could take place during work hours, after work hours, or even on a weekend. Clearly communicate to prospective volunteers the day and time of your celebration.
- Employees who are asked to volunteer during non-branch hours/days who are eligible for overtime (i.e., below PL09) can be offered time in lieu.
- In positions that have more than one volunteer needed, make sure you have one leader who is a mobile mortgage specialist, investment and retirement planner, branch manager, sales manager (FP & SB), VP commercial, account manager, senior account manager, financial planner, senior account manager business & personal, or commercial account manager. This person can be the go-to for any consumer questions about RBC business opportunities.
- Try to have at least one commercial banker or AMBP as part of your team in case questions arise from local business owners.
- Choose a delegate to be your volunteer team captain. They can help you recruit volunteers and on the day of the celebration when you may be busy. Someone outgoing can gather the team to meet with the advance manager on site.
- Consider awarding volunteer positions based on merit if you think you'll have too many people wanting to volunteer.
- Consider partners from other RBC businesses for volunteers (e.g., commercial banking, specialized sales forces, Dominion Securities, etc.) Consider partners other than RBC Insurance first, as RBC Insurance employees may have a role at some celebrations.
- Consider CTF/civic volunteer needs at the celebration if you have more employees wanting to volunteer than available at the RBC footprint. Somebody on your CTF should be responsible for civic volunteering.



Volunteer roles

Volunteer roles below are represented by blue capital letters on the two diagrams on page 4.

Onsite role	Volunteers needed
<p>A. Greeters / Crowd Control</p> <ul style="list-style-type: none"> › Welcome consumers to the RBC experience. › Volunteers will greet consumers with smiles and provide them with an commemorative booklet that contains all information about what’s on site (it’s their tour guide). › Help direct consumers through the activation area (i.e., move from station to station). › At least one mobile mortgage specialist, investment and retirement planner, branch manager, sales manager (FP & SB), VP commercial, account manager, senior account manager, financial planner, senior account manager business & personal, or commercial account manager. 	<p>2-4</p>
<p>B. LEO the Lion & Handler</p> <ul style="list-style-type: none"> › Job 1: Put on the costume and assume the role of LEO. No talking required, you just need to wave to consumers and interact with kids. This is your one chance to be King of RBC for the day. › Job 2: LEO has a hard time seeing in his suit. Walk along with LEO to make sure he doesn’t bump into anything. Greet consumers with smiles and lead LEO throughout the site. Encourage consumers to participate in the RBC experience and provide them with a commemorative booklet from RBC. › Optional in some markets (see your volunteer recruitment form). 	<p>2</p>
<p>C. Home Lending – Sustainable Living Truck</p> <ul style="list-style-type: none"> › Inside the celebration vehicle are three distinct areas (gold, silver and bronze) that showcase sustainable living practices. One volunteer is required per area. › You don’t need to know the contents of each station (but we’ll walk you through it all well in advance), but you do need to keep an eye on traffic flow and nicely move people along to ensure everyone gets a chance to participate. › At least one mobile mortgage specialist, investment and retirement planner, branch manager, sales manager (FP & SB), VP commercial, account manager, senior account manager, financial planner, senior account manager business & personal, or commercial account manager. 	<p>2-3</p>
<p>D. Handheld contest entry</p> <ul style="list-style-type: none"> › All consumers who give you their name and email address will be eligible to win \$25,000 – to use for an eco-renovation on their current home, or to put towards the purchase of a new home (the winner can use the funds as they wish). › Handheld units will be provided to help you capture consumer’s emails and increase the likelihood we’re talking to them about financing any home improvements, a new home or possibly other energy efficient ideas they have to help create a better Canada. › At least one mobile mortgage specialist, investment and retirement planner, branch manager, sales manager (FP & SB), VP commercial, account manager, senior account manager, financial planner, senior account manager business & personal, or commercial account manager. 	<p>2-4</p>

<p>E. Commemorative item giveaway (work in progress)</p> <ul style="list-style-type: none"> › Nothing’s better than seeing a lot of clients and potential clients walking into our branches. › Give consumers a commemorative RBC-branded item that they can bring back to your branch for an additional opportunity. › At least one mobile mortgage specialist, investment and retirement planner, branch manager, sales manager (FP & SB), VP commercial, account manager, senior account manager, financial planner, senior account manager business & personal, or commercial account manager. › Not required in all celebration sites (other roles can hand out when not enough volunteers) 	<p>Up to 4</p>
<p>F. RBC tent (torch pictures)</p> <ul style="list-style-type: none"> › Consumers are very interested in getting their picture taken with the torch. This is where that happens. › Consumers have their picture taken in front of a background with the torch. They can go online at home to download that picture. › One volunteer will operate the camera, the other will manage traffic flow and handout takeaways with unique barcodes. › Attention to detail and the ability to operate a digital camera well a must. › Encourage consumers to participate in the RBC experience and provide them with a commemorative booklet. 	<p>2</p>
<p>G. RBC tent (Snowboard simulator/autograph/medals)</p> <ul style="list-style-type: none"> › This tent will contain actual Olympic medals in a display case for consumers to view. In addition an autograph area will be set-up for RBC Olympians (pending availability). › A snowboard simulator station supports RBC’s “RBC Rider” program encouraging Canadians to get active and strive for gold. › You will ensure that all consumers get an equal amount of time to participate on the snowboard simulator and work with our Olympians to manage traffic of consumers waiting for an autograph and viewing the medals. › Encourage consumers to participate in the RBC experience and provide them with a commemorative booklet. 	<p>2</p>
<p>H. RBC tent (water protection hockey shootout)</p> <ul style="list-style-type: none"> › Water is a scarce resource and we want consumers to be aware of ways to protect and conserve it, as well as what RBC is doing to create a better Canada. › A “True/False” hockey shoot out will ask consumers water protection questions and have them shoot for the answer. › You need to manage traffic and ensure that all consumers get an equal amount of time to participate. › Encourage consumers to participate in the RBC experience and provide them with a commemorative booklet. › In some markets, this tent will be manned exclusively by RBC Insurance employees, who you will not have to recruit. Details will be provided with volunteer training. 	<p>2</p>
<p>I. Off-site, pre-celebration cheer squad (select markets only)</p> <ul style="list-style-type: none"> › Build excitement by handing out RBC-branded premiums to the general public in surrounding areas prior to the celebration. › These employees will not be provided with an RBC-branded clothing keepsake or a meal/meal stipend, as they do not need to be identifiable as RBC employees and the duration of the role is much shorter. › Your celebration-specific spreadsheet indicates if this role is available in your community. 	<p>10-30</p>

Tasks and timelines

Date	Task	Responsibility
July	Conference call / webcast briefing on Community Celebration site.	CTF members
September 1	Complete and return volunteer recruitment form (including identifying team captain) to dcook@gmrmarketing.ca . Copy your regional community marketing manager.	CTF members
September 15	Send invitations and detailed training manual to all volunteers (manual includes script, job-specific information, and business-related FAQs)	RBC advance team
October 1 - 15	Watch LeoTV onsite training and business opportunities overview (re-broadcast 30 days prior to relay entering your region)	RBC volunteers
2 weeks prior to event	Decide where onsite you or your team captain delegate will meet your volunteer team	CTF members
2 hours prior to event start time	Arrive and meet the onsite manager who will give you your RBC wear and a laminated card with your job description	RBC volunteers

Questions and answers

What if I can't get enough volunteers?

Consider all RBC businesses in your local market (e.g., commercial markets, specialized sales forces, Dominion Securities). If you still can't find enough volunteers, contact your regional community marketing manager for suggestions. If you have to submit your volunteer recruitment spreadsheet without a full list of volunteers, please indicate so in your covering email and RBC national office will work with your regional office towards a solution.

Why do I need to select certain sales roles (e.g., sales managers, mortgage specialists, account managers business & personal, etc.) among my volunteers?

While most consumers will be there simply to soak in the experience and share in the jubilation, some will have questions about our offerings and may become "hot leads". Given that a strong focus of the RBC onsite experience is on creating a better Canada through sustainable home renovation projects, there will be people who want to know about our home equity financing options. If multiple people are doing a particular role (e.g., handheld contest entry) assign a captain from one of the designated sales roles to handle questions so others can continue performing their task in a timely fashion.

Who from RBC will be on site on the celebration day?

RBC has a convoy of 50 people travelling with the Olympic Torch Relay. They have a number of roles throughout the relay, so not all will be at your celebration site. Aside from the local RBC volunteers, you can expect to see the following RBC representatives at each celebration:

- › Advance manager – your go-to person for everything
- › Celebrations manager – responsible for RBC's onsite presence
- › Technician – manages setup and trouble-shooting of all technical items (e.g., audio/visual)
- › Master of ceremonies – orchestrates celebration
- › General hands – responsible for setup and take down.

What will RBC volunteers receive to ensure they are recognizable as volunteers?

All RBC volunteers will be given an RBC-branded clothing keepsake.

What should volunteers wear on the day of volunteering?

Community celebrations are held at outdoor venues during the winter months. As such, please dress warmly with the understanding that you will be outside for approximately 4-5 hours. Winter jackets, long underwear, boots, hats and gloves are all recommended.

Where should volunteers store their belongings?

There is limited storage space. Volunteers working inside will be given a place to store their winter jacket and other winter items, but please do not bring additional items that you will need to store.

What is GMR Marketing and why am I providing volunteer names to them?

GMR Marketing is assisting RBC with our onsite marketing activation on the Olympic Torch Relay in order to connect with consumers on the deepest, most emotional and most genuine level. Founded in 1979, GMR is North America's largest and most experienced LIVE Marketing Agency, and PROMO Magazine's #1 ranked agency, 2004 & 2005.