



19th VANCOUVER ASIAN FILM FESTIVAL 2015: VOLUNTEER MANUAL

THANK-YOU for volunteering for the 19th Annual Vancouver Asian Film Festival! VAFF is a non-profit organization, and is fully run by volunteers for the past 19 years. Without the help of all our dedicated volunteers, the festival would not be running at all!

Contents

19 th VANCOUVER ASIAN FILM FESTIVAL 2015: VOLUNTEER MANUAL.....	1
About VAFF	2
About You, Our Volunteers.....	2
Minimum Shift Requirements.....	3
How The Volunteer Process Works	3
Daily Procedure During the Festival.....	3
Escalation Procedure/Line of Communication.....	4
Volunteer Tasks: Team Leaders.....	4
Volunteer Tasks: Program Distribution.....	4
Volunteer Tasks: Venue Setup/Wrap-Up	5
Volunteer Tasks: Ushers.....	5
Volunteer Tasks: Door People	5
Volunteer Tasks: Ticket-Takers	5
Volunteer Tasks: Box Office/Will Call/Special Guests	5
Volunteer Tasks: Membership Sign-Up.....	6
Volunteer Tasks: Survey Takers.....	6
Volunteer Tasks: Special Event Staffing	6
Volunteer Tasks: Event Marketing	6
Important Information About The Festival	7
Perks for Volunteers:	9
Want to See a Program for Free?	9
Volunteer Appreciation Party	9
VOLUNTEERING ROLES	10
Rough Map of Cineplex Odeon International Village (3 rd floor of International Village).....	12
10 Things You Should Know About VAFF	13



About VAFF

The Vancouver Asian Film Festival Society (VAFF) is a not-for-profit organization that celebrates diversity in film. The longest-running Canadian film festival of its kind, VAFF was founded by independent filmmaker and writer Barbara K. Lee in 1995 and debuted in September 1997. VAFF is entirely organized and produced by a group of dedicated volunteers, and is made possible by generous financial support from corporate sponsors, public funders and private donors.

The festival will take place on Thursday, November 5th through to Sunday, November 8th at Cineplex Odeon International Village Cinemas (located on the 3rd floor of the International Village, 88 W. Pender St.), and will feature 10 different approximately two-hour-long programs. A program may consist of a short film and a feature-length film, or it may consist of all short films. Please check out this year's Program Guide at www.vaff.org or one of the hard copies at the theatre venue, for further details!

About You, Our Volunteers

- **Professional:**
 - We ask that volunteers wear black/dark tops & bottoms (jeans are okay, as long as they are presentable—not ripped, not dirty, etc.).
 - Please be nice to the Cineplex Odeon theatre staff; we will be working side-by-side with them.
 - Please be courteous to any theatre patrons or VAFF audience members and guests, as you are “the face of VAFF” to the public and we should make a good impression!
- **Knowledgeable:**
 - Please familiarize yourself with the theatre and the mall (e.g. auditorium number and location for screenings, washroom locations, bank machine locations, etc.).
 - Please be familiar with the program details (eg. the time a particular program starts, how long it is, etc.).
 - Please be familiar with “10 Things You Should Know About VAFF” (see the last page of this handout) so that you will be ready to handle any questions the public may have.
- **Safe:**
 - As we may not have a secure area for storage, please leave your valuables at home. VAFF is not responsible for loss of your valuables while on your volunteer shift during the festival.
 - If you do not know the answer to a question or feel you are having trouble dealing with one of our guests, please ask one of your on-shift Team Leaders, one of the VAFF Volunteer Coordinators, or another VAFF Executive (Executives are identified by the passes they are wearing around their necks).
- **Responsible:**
 - **If find out up to the day before your shift that you are unable to make it, please log in to the volunteer scheduling system and change your schedule. If you are unable to make it for your shift at the last minute, on the day of your shift, please contact your VAFF Volunteer Coordinator immediately; we will need to find a replacement.**



Minimum Shift Requirements

1) General Festival Volunteers

- Each general festival volunteer must be able to commit to a **minimum** of 2 shifts of approximately 4-6 hours each, during the festival
- Each general festival volunteer must attend a volunteer meeting/training session prior to the festival

1) Event Marketing Volunteers

- Each event marketing volunteer must be able to commit to a **minimum** of 2 shifts per year
- Each event marketing volunteer must attend an event marketing volunteer meeting/training session prior to the festival

In order to receive vouchers to see programs for free, to receive a Certificate of Recognition for volunteer work, and to attend the Volunteer Appreciation Party, you must commit to a minimum of 2 shifts either as a general festival volunteer, OR as an event marketing volunteer.

How The Volunteer Process Works

1) Fill Out Our Volunteer Application Form Online

Every volunteer needs to fill out a 2015 application form, providing as many details as you can about preferences and availability. Your information will automatically be entered into our online volunteer management system. Sign up through the VAFF website (vaff.org/2015/about-vaff/volunteer-with-vaff/).

2) Scheduling

You can access our online volunteer management system with your own login, to change your personal details, edit your shifts, as well as view the shifts you are assigned. Our VAFF Volunteer Coordinators will communicate with you through email or contact you on the phone, to work out any further details regarding your shifts and availability. While we will attempt to match volunteers with your indicated schedule times and duties, we cannot guarantee that all requests will be met.

3) Training

In late-October, fun, in-person training sessions will be held to go over details such as the festival itself, roles of volunteers, and the training of certain positions. We will also confirm your schedule and answer any questions or concerns that you may have about the festival, or about volunteering with us.

Daily Procedure During the Festival

Upon arrival at Cineplex Odeon International Village Cinemas, check in at the Volunteers Check-In/Check Out Table:

- Pick up a volunteer badge (and your VAFF volunteer t-shirt if it is your first shift with us this year)
- Make sure your arrival is checked in to the Volunteers List
- Wait for any specific instructions from the Volunteer Coordinator
- Drop off your jacket and bag at the designated volunteer “Green Room” area, and change into your VAFF t-shirt



When your shift is over:

- Return your volunteer badge to the Check-In/Check Out Table; the VAFF t-shirt is yours to keep! Just remember to bring it back with you for each shift.
- Make sure you are checked out on the Volunteers List

IMPORTANT: Volunteers cannot walk into the theatre freely to watch a film at the festival unless they are working inside the theatre during that shift. To see a Program, all volunteers must go through the Volunteer Coordinator or another VAFF executive (who will be pointed out to you) to get a Program Ticket.

Escalation Procedure/Line of Communication

General Volunteer → Team Leader → Volunteer Coordinator → Executive

During the festival, if problems arise or if you have any questions, please first talk to the Team Leader on your shift. If the Team Leader is unable to answer your question or resolve the situation, please ask one of the Volunteer Coordinators. VAFF Executives will be around to help answer questions, but may be busy with other responsibilities.

Volunteer Tasks: Team Leaders

- **Requirements**
 - Can demonstrate maturity and strong leadership qualities
 - Commit to 2 shifts during the festival (one shift inside the theatre, one shift outside the theatre)
 - Help train volunteers during one or both Training Sessions
 - Attend an initial Team Leader Orientation/Training Session
- **Role/Responsibilities**
 - Two Team Leaders per shift
 - One Leader working inside the theatre
 - One Leader working outside the theatre
 - Leaders Inside Theatre
 - Supervise Ushers and Door People
 - Control the house lights
 - Leaders Outside Theatre
 - Supervise Ticket-takers, Membership Sign-Up volunteers, and Ticket Table volunteers
 - Help answer questions from the public at the Ticket Table

Volunteer Tasks: Program Distribution

- Jobs: Place VAFF brochures at cultural centres, movie theatres, cafes, restaurants, stores etc.
- Refer to distribution routes that will be given to you by the Volunteer Coordinator and/or VAFF executives
- Ask establishment if programs may be placed there and give them some background information about VAFF if necessary
- Brochures can be quite heavy and may require the use of a **vehicle**



Volunteer Tasks: Venue Setup/Wrap-Up

- Jobs: Assist Event Manager to set up theatre (stand banner, sponsor banners, Reserved seating signage, AV, panel seating requirements etc.), and set up Box Office/Will Call area (set out tables/chairs, collateral, supplies, signage, swag bags, etc.)
- May watch the program if on shift inside the theatre, but must be standing at the aisles (seats are saved for paid-guests)

Volunteer Tasks: Ushers

- Jobs: Greet guests; keep an eye out for empty seats (eg. Balcony), lead latecomers to available seats (will have flashlights), help clean theatre after Program ends
- May watch the program, but must be standing at the aisles (seats are saved for paid-guests)

Volunteer Tasks: Door People

- Jobs: Ensure guests have correct Program Ticket, ask guests to show their Membership Card, remind guests to keep stubs for re-entry, help clean theatre after Program ends
- Nobody may enter the theatre unless they have both a Program Ticket and a Membership Card (exceptions: Executives and guests who are led/okayed by Executives)
- Must stay at the door for at least half-an-hour into the Program (ie. If a Program starts at 7pm, Door People must stay outside until at least 7:30pm)
- May watch the Program, but must be standing at the aisles (seats are saved for paid-guests)

Volunteer Tasks: Ticket-Takers

- Jobs: Rip tickets (give larger portion back to guests; keep smaller stub) and check Membership Cards are valid, sort stubs
- Must stay in the lobby for at least half-an-hour into the Program (ie. If a Program starts at 7pm, Ticket-Takers must stay outside until at least 7:30pm)
- May **not** watch Programs during their shifts; after the half-hour, return to Ticket Table to help sort ticket stubs

Volunteer Tasks: Box Office/Will Call/Special Guests

- Jobs: Assist Box Office Manager to sell Program tickets, festival passes; handle Will-Call (online, Groupon, giveaways); issue passes or Program Tickets to special guests; distribute gift bags to special guests, including filmmakers, sponsors, partners and media
- Do **not** exchange Volunteer Vouchers for Program Tickets; tell volunteers to find one of the Volunteer Coordinators
- Always have at least 2 volunteers at the Table
- May **not** watch Programs during their shifts



Volunteer Tasks: Membership Sign-Up

- Jobs: Go down line-ups to ensure every guest has a Membership Card, help guests fill out Membership Forms/Cards, sell Membership Cards
- May **not** watch Programs during their shifts

Volunteer Tasks: Survey Takers

- Jobs: Hand out surveys before and after screenings
- Ask guests to fill out surveys so that VAFF can learn more about the audience and what they thought of their festival experience
- Always have at least 2 volunteers to distribute and collect surveys
- May **not** watch Programs during their shifts

Volunteer Tasks: Special Event Staffing

- Jobs: Collect tickets and check passes of guests attending VAFF parties
- Help in set up and/or take down of equipment and signs
- Recycle/dispose of any material during take down
- Volunteers may enjoy themselves at VAFF parties, but must remember that their first priority is to help in event coordination

Volunteer Tasks: Event Marketing

- Jobs: Support and follow artistic direction of Marketing, Audience Development directors during street marketing initiatives at various indoor and outdoor locations across Vancouver
- Walk to locations and perform PIAs
- Represent and promote VAFF mandate and festival



Important Information About The Festival

1. Membership (\$2 each)

- All film-goers **MUST** be a VAFF member to watch movies (under the BC Motion Pictures Act).
- Members must show their Membership Card to be allowed into the theatre to watch a VAFF program/film. The films have not been screened by the BC Film Commission and we can be **shut down** if they audit us and find that someone does **not** have membership!
- Membership period is valid until May 31, 2016. The expiry date is stamped on the front of the card.
- Membership is restricted to persons 18 years of age and over.

2. Program Tickets

- All ticket sales are final and non-refundable.

Single Ticket Prices: *VAFF Membership fee (\$2) not included in any ticket or pass prices.*

\$15 | Opening Film, Showcase Film, Centrepiece Film, Closing Film Screenings

\$10 | Evening Screenings (screenings after 6pm)

\$8 | Matinee Screenings (screenings before 6pm)

\$15 | VAFF Industry Insight Seminar Series – single panel

\$25 | VAFF Industry Insight Seminar Series - double panels

OPENING NIGHT SCREENING + Gala

Before festival \$30 | During festival | \$35

Gala Reception only | \$20

Thursday 9:30 pm – midnight

CLOSING NIGHT SCREENING + Party

Before festival \$20 | During festival | \$25

Party only | \$10

Sunday 9pm – midnight

**There are a limited number of tickets available at the door – subject to venue capacity.*

VAFF VIP Pass

\$88.00 advance / \$150.00 after November 4*

Get the VAFF VIP treatment! Receive complimentary priority access to all film screenings and special events at the festival. Mingle with filmmakers, actors, and other industry guests. You save money too! Check online for event info and updates. Get your VAFF VIP Pass early to avoid disappointment. *Limited number of VIP passes available after Nov 4.

VAFF Membership

Due to provincial legislation, you must be 18 years or older and be a registered member of VAFF to attend screenings at the festival. To save time, we recommend that you download and fill out the VAFF Membership form in advance and bring it to the theatre. Upon payment of \$2, you will receive your VAFF Membership card at the theatre.

Please carry the membership card with you at all times during the festival. VAFF membership forms are also available at the theatre.



How to Buy Tickets & Passes

The 2015 VAFF Online Box Office will open on **October 1** for single tickets and VAFF VIP passes. You can pay for online purchases with Mastercard or VISA. The VAFF Box Office in the lobby of the Cineplex Odeon International Village, 88. W. Pender St., Vancouver, start from 6 pm Thursday, November 5. VAFF accepts Cash and Square payment options for all ticket and pass purchases made at the theatre.

Refunds & Exchanges & Lost VIP Passes

No refunds or exchanges on general admission tickets and special event tickets except in the case of program cancellation. Please keep your ticket stub. No refunds or exchanges on VIP Passes. There is a \$30 fee for a replacement VIP Pass (at the discretion of the festival) and the original VIP pass will be cancelled.

VAFF VIP / INDUSTRY / MEDIA / Passes

Even with a pass or ticket, you should arrive at least 30 minutes before the start of the screening to guarantee a seat. Give yourself ample time to park and get settled in.

A VIP, Industry or Media passholder **MUST** present at the lineup and **MUST** arrive 30 minutes before the start of the program. 15 minutes prior to the start of the program, the reserved seats will be released and passholders will be placed in the rush ticket line along with other regular audience members in the order of each person's arrival. As well, please give yourself ample time to park. Possession of a pass does not guarantee seating.

Buy Tickets & Passes Early

The majority of screenings sell out fast and VAFF special events are very popular. Don't miss out on your opportunities to mingle with filmmakers, actors, and other industry guests at VAFF. Get your tickets early.

Rush Tickets

In the event of a sold-out program, a limited number of rush tickets may become available immediately before the show. A separate line for each sold-out program will be formed outside the venue box office approximately one hour before show time. As tickets become available, they will be sold to individuals in line order while supplies last.

Venues and Parking Info

All VAFF screenings take place at Cineplex Odeon International Village Cinemas, 88 West Pender Street, Vancouver. Go green and walk or bike to the theatre. You can also get to the theatre by SkyTrain or bus. There is an underground parkade at the Tinseltown complex. You can get two hours free parking.

Stay for Q&A Sessions

Many filmmakers and cast members will be available to answer questions after the show. Stay in your seats for an intimate discussion. Mingle with them at the VAFF after parties!



Perks for Volunteers:

- Vouchers for select Festival screenings
- Meet film industry professionals and fellow film enthusiasts
- Festival T-shirt
- Volunteer Appreciation Party
- Reference Letter and Certificate of Appreciation

Want to See a Program for Free?

- Volunteers may **NOT** see a Program while on their shift
- Unless working inside the theatre during that shift, volunteers may **NOT** see the Opening Night Program (Thursday, November 5th)
- For every shift worked, volunteers will receive 1-2 vouchers to see a Program:
 - Ushers, Door People, Projector Attendant will receive **one voucher per shift**
 - Ticket-Takers, Ticket Table volunteers, Membership Sign-up volunteers will receive **two vouchers per shift**
- Find the Volunteer Coordinator to exchange your voucher for a Program Ticket
- After verification from the Volunteers List, you will be given a ticket 10min before the Program starts
- If the show is sold out, priority will go towards paying-customers

Volunteer Appreciation Party

To thank you properly for all your hard work during the festival and throughout the year, a party just for you (volunteers only) will be held in mid-November. There will be appetizers, and a drink ticket provided. And, of course, a lot of door prizes!

Date, time, and location will be announced when the festival finishes up. Stay tuned!

***We thank everyone for your help and look forward to working with you.
Remember to have fun too!***

To contact the Volunteer Coordinator:

volunteer@vaff.org



VOLUNTEERING ROLES

General

If you are scheduled for the first shift of the day, you will be expected to help with set-up. If you are scheduled for the last shift of the day, you will be expected to help with clean-up. Also, please ensure that all VAFF material (eg. Program Guides, Membership Application forms, pens) is neatly displayed on the tables.

Program/Flyer Distribution

This job will be done before the festival starts. When Program Guides are printed and ready, you will be needed to help deliver them to specific locations around the Lower Mainland. Guides will be provided, and locations will be assigned. Having access to a car would be an asset. **If you cannot deliver your program guides, please return them as they are valuable and can be given to other volunteers to distribute.**

Membership Sign-Up

This position involves getting people to sign up for memberships, which is required in order to attend the film festival. Membership is \$2.00 per person per year. A Membership Form must be completed in full, and a Membership Card to be given to each patron.

Ticket-Takers/Door People

Ticket-takers will stand at the front of the line to collect ticket stubs. The small part of the ticket will be kept in an envelope while the larger part will be given back to the patron. You will also need to remind patrons, as they walk by you, to have their Membership Card **and** ticket ready for inspection at the door.

Door people will stand at the doors to the theatre. Duties involve checking that patrons have a **valid** VAFF Membership Card **and** the correct ticket for the Program being screened. You must check for both of these items when the patrons enter the theatre. You will be expected to help clean up the theatre in between Programs.

Ushers

Because you will be greeting guests, it is very important to show a level of professionalism in this role: be friendly and polite. For really busy Programs, you will need to keep an eye on where space is available so that you can direct patrons to their seats in the dark. In between Programs, you will be expected to help clean up the theatre. If any problems arise during the screening, please find and notify a Team Leader or VAFF Executive immediately. During busy programs please let the VAFF executive on duty know how many empty seats are available so they can inform the front-of-house as to how many rush tickets they can sell.



Projector Attendant

This role involves sitting by the projector during the Program to make sure it is turned on or off at appropriate times.

Ticket Table

Volunteers at the Ticket Table are involved in answering questions from the public, handling will-call orders and selling Membership Cards. You should be comfortable handling cash and dealing with advance ticket (PayPal) orders. Tinseltown box office will handle most of the ticket sales, but if there is a huge rush, we will want to accommodate our customers by selling Program Tickets as well. The cash box will be brought to the table by the Box Office Manager or another VAFF Executive. You will also be in charge of dealing with passes and giving Program Tickets to Pass-holders. **Please familiarize yourself with how to handle customers with passes as well as the various types of passes.**

Floater

Floater will do anything and everything during the festival. During busy times, you may be pulled for help with miscellaneous duties. You may be asked to relay messages back and forth between Executives inside the theatre and Executives out in the lobby. In case of no-shows or volunteer-cancellations, we will also need floaters to take their place. You must be flexible, patient, and a quick-learner.

Host/Hostess

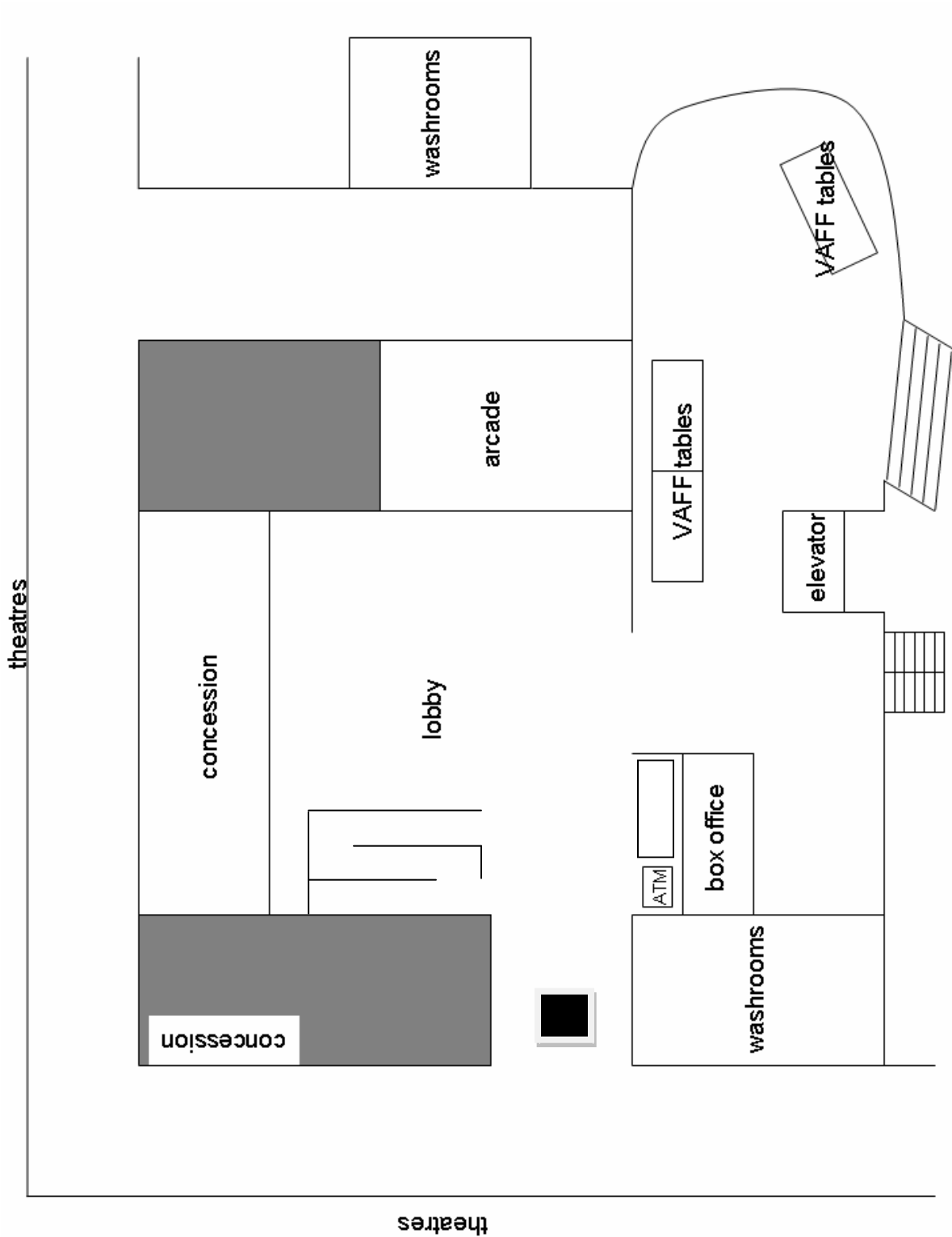
This role involves showing filmmakers to their designated seats inside the theatre. You will also help greet guests and/or collect tickets at our 4 evening events: Opening Night Red Carpet Reception, VIP Gala, Festival Flaunt It Party, and Closing Night Wrap Party.

Data Entry

Even after the festival is over, there is still a lot to do! You will help enter information gathered from Membership Forms into a general spreadsheet. You should be comfortable with using basic computer programs.



Rough Map of Cineplex Odeon International Village (3rd floor of International Village)





10 Things You Should Know About VAFF

1. Started 1996, and first festival was held September 1997 in Robson Square Conference Centre.
2. VAFF is held the 1st weekend of November (this year, November 5-8) and is now a four-day event.
3. VAFF was the first Asian Film Festival of its kind in Canada. Similar festivals have been around in San Francisco (23 years) and New York (28 years).
4. Founded by Barbara Lee.
5. VAFF's mission/mandate/vision (summarized):
VAFF is dedicated to promoting and celebrating the diversity and depth of Asian culture and identity in film and media, and to help North American Asian actors and filmmakers more authentically and more powerfully define and express themselves on screen. Through its annual film festival and many other programs and events hosted in Vancouver, VAFF is the "go-to" forum for the public and the film industry to engage in and support the rise of Asian influence in film and media in the world. VAFF envisions a world where North American Asian actors and filmmakers have the resources and opportunities to shape mainstream culture in a powerful and positive way.
6. VAFF's home theatre is Cineplex Odeon International Village Cinemas at 88 W. Pender Street.
7. VAFF works closely with other arts and culture organizations to promote cultural understanding – we have worked with Vancouver Asian Heritage Month, Vancouver Queer Film Festival and Powell Street Festival.
8. VAFF has no paid staff and rely solely on a volunteer board and executive team. Please recommend VAFF to friends, family and colleagues as an organization to get more involved in.
9. The criteria for a film or video to be eligible is that at least one member of the creative team (director, writer or producer) is of Asian heritage.
10. VAFF relies on the generous support of sponsors and is open to all donations or sponsorship arrangements.