

# PROTOCOL TEAM MEMBER MANUAL



# **WELCOME**

#### Alright Bab!

Welcome to the Birmingham 2022 team and to the Games Family Services Functional Area. After much anticipation, we are delighted to host the 22nd Commonwealth Games here in Birmingham, a chance to celebrate with our global Commonwealth community, bring people together, and showcase the best of the West Midlands region. We are delighted that you have joined the Commonwealth Collective and will work with us to deliver one of the largest celebrations of sport and culture to have taken place in the United Kingdom.

It is important that all staff members and the Commonwealth Collective come together to form a skilled and united team come this summer. Your participation in Role-Specific and Venue-Specific training sessions will help us achieve these goals - without volunteers, the Games would not be a success. You will be one of over 750 volunteers within the Games Family Services Functional Area, and we want to help you feel prepared to fulfil your role confidently, and to have fun along the way. This manual should provide the information to take you one step closer to this goal and prepare you for your first shift as a Protocol Team Member.

Finally, I want to thank you for your enthusiasm and dedication to the Birmingham 2022 Commonwealth Games. Good luck with your role and I hope the Games provide you with an amazing, once in a lifetime experience!

I look forward to meeting you all.



**Ashwin Lokare**Head of Games Family Services



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# MY TEAM

#### **GAMES FAMILY SERVICES**

Games Family Services (GFS) is a Functional Area within the Birmingham 2022 Commonwealth Games. Games Family Services encompasses the Birmingham 2022's relationship with, and services to, the Commonwealth Games Associations (CGAs), the Commonwealth Games Federation (CGF), the wider Games Family, i.e., dignitaries, and other distinguished guests. The 'Games Family' are persons who are entitled to accreditation under the provisions of the Commonwealth Games Federation.

#### **PROTOCOL**

The Protocol Team sits within the Games Family Services Functional Area. The primary objective of Protocol is to provide an exceptional level of service to the Birmingham 2022 Games Family clients before and during the Games. Protocol Services are provided at competition and selected noncompetition venues, such as the Games Family Hotel (GFH) and Commonwealth Games Villages (CGV). At each competition venue, a Venue Protocol Manager and a Deputy Venue Protocol Manager will be present to oversee Protocol operations and support you in your role.

The Protocol Leadership Team consists of:







# FUN FACT... Australia tops the chart of all-time m

chart of all-time medal winners (2416) with England coming in 2nd (2144) and Canada in 3rd (1555).

## DID YOU KNOW...

Birmingham has more canals than Venice! The city has 35 miles of canals, but the larger Birmingham Canals Navigation Network stretches over 100 miles.

#### **CLIENTS & KEY PEOPLE**

The client group that the Birmingham 2022 Protocol Team provide a service for are the Commonwealth Games Family. Ensuring an exceptional level of customer service, hospitality and Birmingham 2022 spirit for these clients is key to your role as a Protocol Team Member. The client groups you will be liaising with and assisting during the Games are:

#### **COMMONWEALTH GAMES FEDERATION**

The primary clients for Birmingham 2022 are those from the Commonwealth Games Federation. As the Governing Body of the Commonwealth Games, they hold overall responsibility and control of the Games, and work closely with the Protocol Team back at HQ. The Patron is Her Majesty Queen Elizabeth II, whilst the Vice-Patron is HRH The Earl of Wessex KG, GCVO. The President of the Commonwealth Games Federation is Dame Louise Martin DBE (a name you will hear a lot!).

#### **COMMONWEALTH GAMES ASSOCIATIONS**

The Commonwealth Games Associations (CGAs) are the 72 recognised nations and territories that are responsible for organising, preparing and selecting the group of athletes to represent and compete in the Commonwealth Games. Each Commonwealth Games Association will bring the following official representatives who you will be assisting during your role: Commonwealth Games Associations President, Secretary-General, Chef de Mission, General Team Manager and Team Officials.

# COMMONWEALTH GAMES ASSOCIATION PRESIDENT

The President is the elected leader of their Commonwealth Games Association and represents the nation or territory at the General Assembly.

#### **SECRETARY - GENERAL**

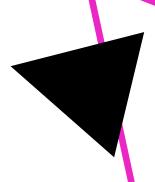
The Secretary-General is the elected Chief Administrator of their Commonwealth Games Association. They are the link between the President and the athletes/team officials. They also work closely with the Chef de Mission.

#### **CHEF DE MISSION**

The Chef de Mission (CdM), more commonly referred to as 'Chef', is the leader each CGA delegation at the Commonwealth Games Villages and are the primary contact for Birmingham 2022. They are the single point of reference for any challenges and are able to report these challenges back to CGA Services at the daily Chef de Mission meetings in the Villages each morning.

#### **GENERAL TEAM MANAGER**

The General Team Manager reports directly to the Chef de Mission and manages the different disciplines within the delegation from sport to transport. The number of the General Team Managers is based on the number of the athletes.



## DID YOU KNOW...

There are 72 nations and territories, otherwise called Commonwealth Games Associations (CGAs), taking part in the Birmingham 2022 Games. The nations and territories are from 6 regions:

- Europe (10)
- Asia (8)
- Africa (19)
- Oceania (14)
- Americas (7)
- Caribbean (14)

#### FUN FACT...

Birmingham Library is the largest library in Europe.

#### **DOMESTIC AND INTERNATIONAL DIGNITARIES**

An International or Domestic Dignitary includes individuals from a royal, political, diplomatic, government and sporting background. It also includes our Chairman and Chief Executive, and senior executives from Broadcasters, Media and Sponsors.











#### **B2022 BOARD**

To read more about the Birmingham 2022 Board, please use this <u>link</u>.

### DID YOU KNOW...

There are 2.4 billion citizens across the Commonwealth. The Games will have up to 1.5 billion global TV viewers.



#### **COMMONWEALTH GAMES FEDERATION: FAMOUS FACES**











Hugh Graham Regional Vice-President (Oceania)



lan Metcalfe Birmingham 2022 Representative (Host CGA)







Senator Hon, Fortuna Belrose Regional Vice-President (Caribbean)



**Miriam Moyo** Regional Vice-President (Africa)



**Judy Simons J.P.** Regional Vice-President (Americas)















# MY ROLE

#### PROTOCOL TEAM MEMBER ROLE

Within your allocated competition venue, most Protocol Team Members will rotate tasks throughout the Games Time period. The tasks that you could be asked to do include:

#### **MEET & GREET**

The Meet & Greet Service includes welcoming Games Family clients, showing them to the Games Family Lounge, Seating Bowl and answering any immediate questions they may have. Team Members will Meet & Greet clients at the entrance to the Games Family Lounge and Seating Bowl, ensuring that they receive a friendly, polite, and enthusiastic welcome, and will be on hand to help with any additional questions they may have. You will be the face of the Birmingham 2022.

#### **ACCREDITATION CHECKS**

Anyone who isn't a ticketed spectator will require an accreditation pass. Access to different venues and areas is dependent on your accreditation privileges. An Accreditation Access Control Board will be visible at all entry points and in the Games Family Lounges. As a Team Member, it is important that you are aware of the accreditation privileges which the Games Family members need to gain access to a venue's Games Family Lounge and seating bowls, the Games Family Hotel and transportation.

As a Protocol Team Member, you will be tasked with checking clients' accreditation passes, before they access Games Family Lounges and Games Family Seating Bowls. When checking someone's accreditation we ask that you do this discreetly, but firmly. If necessary, ask the client to show it to you and then thank them for helping you.



# **LEGACY**

BIRMINGHAM AND THE WEST MIDLANDS IS A REGION OF MAKERS, OF KIND HEARTS AND NEVER-QUITTERS.

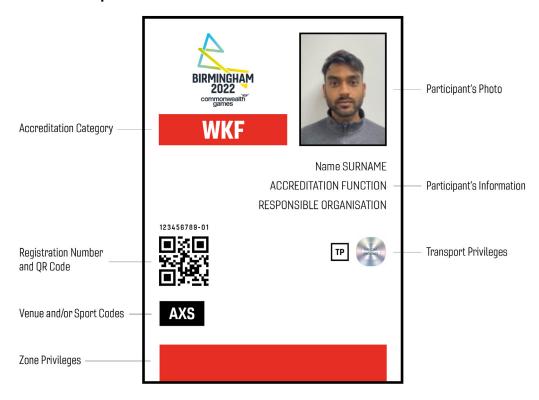
The Games gives us a chance to surprise, to show our rich array of cultures, faiths, and history. It will give individuals, communities, and businesses a chance to flourish. The Games will help us to recharge, rise, grow, and succeed, leaving a long-lasting legacy and advancing our ambition for a fair and thriving region for all.

We are proud that Birmingham 2022 will deliver the largest fully integrated para-sport programme for any Commonwealth Games and, for the first time in global multi-sport event history, more medals will be awarded to women than men.

Click here to find out more about the B2022 Legacy.



#### **Accreditation Pass Example**



#### Access codes, symbols & colours

Access code	Accessible areas
Venues	
∞	All competition and training venues including access to Prime Events. This accreditation is known as INF.
$\infty$	All competition and training venues except prime Events. This accreditation is known as INL.
CGV	Commonwealth Games Villages - International Zone
IBC	International Broadcast Centre (Non-Operational Access)
GFH	Games Family Hotel (Non-Operational Access)
GMH	Games Media Hub (Non-Operational Access)
Zones	
BLUE	Field of Play / Athlete Preparation Areas / Operational Areas / Back of House (BOH) / General Circulation Areas / Front of House (FOH)
RED	Operational Areas / Back of House (BOH) / General Circulation Areas / Front of House (FOH)
YELLOW	General Circulation Areas / Front of House (FOH)
1	Games Family Hospitality Areas
2	Press Areas
3	Broadcast Areas
R	Commonwealth Games Villages – Residential Zone

Access code	Accessible areas			
Seating				
G	Games Family Seating Bowl			
Α	Athletes and Officials Stand			
В	Rights Holding Broadcaster and Host Broadcaster Stand			
Е	Press, Journalist and Photographer Stand			
Transpor	Transport			
T1	Dedicated car & driver per T1 Client			
T2	Shared car & driver – access to a car with driver via an on-demand (OD) or request for transport (RFT) reservation system			
TA	Athlete Transport			
TM	Media (Press & Broadcast) Transport			
TP	Public Transport			

#### **RECEPTION DESKS**

Each Games Family Lounge will have a reception desk where a Protocol Team Member will provide assistance and general information to the Games Family. This may include distributing sporting results, start lists, schedule information, and booking various transportation upon request. This information will be available to you on a Birmingham 2022 laptop. You will also carry out any required administration tasks.

#### **MEDAL CEREMONIES**

Medal Ceremonies are an integral and high-profile part of the Games. It is where successful athletes receive their gold, silver or bronze medals. Games Family clients usually present these medals. Therefore, a Protocol Team Member will work with the Venue Protocol Manager to identify and locate the correct presenter from the Games Family Lounge or Seating Bowl, escort the medal presenter to the holding area in advance of the ceremony and escort them back to the Lounge or Seating Bowl after their duties. Once you have directed the presenter to the holding space, you should take their accreditation pass from them and wait, then return it to them after the ceremony and walk them back up to the Games Family Lounge. If a medal presenter is unavailable/ missing, the Venue Protocol Manager will work with the Commonwealth Games Federation to ensure a suitable replacement is identified.

#### **SEATING BOWL**

The Seating Bowl is the dedicated seating area provided for Games Family Clients at each competition venue to enable them to watch the sport competition. As a Protocol Team Member, your role will be to:

- Welcome Clients
- Check their accreditation
- Direct members to their seats
- Liaise with the Catering, Cleaning and Waste Team to ensure the Bowl is presentable at all times
- Manage client numbers and inform a Venue Protocol Manager when capacity reaches 80%.

#### **PRIME EVENT ACCESS**

Eligible Games Family Clients will require their Accreditation Device to access Prime Event Access (PEA) events. These are clients with the INF accreditation privilege, selected local Dignitaries or selected persons from National Governing Bodies of the sport in question. A Prime Event Access session is where the Protocol team believe demand outstrips the capacity of the Seating Bowl and Games Family Lounge and has been decided in the planning stages of Birmingham 2022. These sessions can be seen in the following table on page 11.

### **SUSTAINABILITY**

Our ambition is clear: we will deliver the most sustainable Commonwealth Games since the event began. Birmingham 2022 hopes to be the first ever carbon-neutral Games. Click here to find out more about our Sustainability Pledge.



Prime Event Access Sessions						
Date	Venue	Sport	Session(s)	Capacities		
29 July 2022	Sandwell Aquatics Centre	Swimming Multiple Finals	19:00 – 22:00	280		
30 July 2022	Sandwell Aquatics Centre	Swimming Multiple Finals	19:00 – 22:00	280		
31 July 2022	Sandwell Aquatics Centre	Swimming Multiple Finals	19:00 – 22:00	280		
1 August 2022	Sandwell Aquatics Centre	Swimming & Para-Swimming Multiple Finals	19:00 – 22:00	280		
1 August 2022	Victoria Park	Lawn Bowls (Field A) Women's Singles Final	16:30 – 19:45	50		
2 August 2022	Sandwell Aquatics Centre	Swimming Multiple Finals	19:00 – 22:00	280		
2 August 2022	Smithfield	Men's Wheelchair Basketball 3x3 Final	19:30 – 22:00	80		
2 August 2022	Smithfield	Women's Wheelchair Basketball 3x3 Final	19:30 – 22:00	80		
2 August 2022	Smithfield	Men's Basketball 3x3 Final	19:30 – 22:00	80		
2 August 2022	Smithfield	Women's Basketball 3x3 Final	19:30 – 22:00	80		
3 August 2022	Sandwell Aquatics Centre	Swimming & Para-Swimming Multiple Finals	19:00 – 22:00	280		
4 August 2022	Sandwell Aquatics Centre	Diving Multiple Finals	18:00 – 21:00	100		
5 August 2022	Sandwell Aquatics Centre	Diving Multiple Finals	10:00 - 13:00	100		
5 August 2022	Sandwell Aquatics Centre	Diving Multiple Finals	18:00 – 21:00	100		
5 August 2022	Victoria Park	Lawn Bowls Finals (Field A) Women's Triples Finals	16:30 – 19:45	50		
6 August 2022	Victoria Park	Lawn Bowls Finals (Field A) Men's Singles Final	16:30 – 19:45	50		
6 August 2022	Sandwell Aquatics Centre	Diving Final	10:00 - 13:00	100		
6 August 2022	Sandwell Aquatics Centre	Diving Multiple Finals	18:00 – 21:00	100		
7 August 2022	Sandwell Aquatics Centre	Diving Multiple Finals	17:30 – 20:30	100		
7 August 2022	NEC Arena	Netball Final	20:30 – 22:30	200		
8 August 2022	Sandwell Aquatics Centre	Diving Multiple Finals	10:00 – 13:00	100		

#### **TRANSPORT**

Games Family Clients are entitled to different Transport services, and this will be displayed on their accreditation. Protocol Team Members situated at the reception desk in the Lounges will work closely with Transport Team. Transport services can be booked either using a dedicated app or telephone service. The transport services provided to the clients are as follows:

#### T1: **Dedicated** car & driver service

Dedicated car and driver for specific Games Family clients. This will be pre-decided for only a handful of clients.

#### T2: Shared car & driver

# On Demand (OD) & Request for Transport

The **On-Demand** service will provide a taxistyle service from several key Birmingham 2022 locations for T2 entitled clients to any location on the official T2 Destination List. The T2 On Demand service will be provided from the Commonwealth Games Villages, the Games Family Hotel, Games Headquarters and all competition venues when in session. Note: Lee Valley Velopark London will only run a T2 service.

#### On-Demand Operational Times (Games Time): 07:00-23:00

Request for Transport bookings will be available for travel between official T2 destinations where the On-Demand service is not available.

#### **GAMES FAMILY LOUNGE MANAGEMENT**

Games Family Lounges are the exclusive lounge spaces for the Games Family clients. The appropriate accreditation will be required to enter the lounges. The Games Family Lounges will be open 1 hour prior to its respective venues first competition start time and will close 1 hour after the end of competition, or at the conclusion of the Medal Ceremonies. A Protocol Team Member's role at the Games Family Lounges will be directed by the Venue Protocol Manager, and includes communication with the Catering, Cleaning and Waste team to ensure the lounge looks presentable, clean and well-stocked; providing information to clients as requested; welcoming clients and providing exceptional customer service throughout.

#### **FLAG PROTOCOL**

Birmingham 2022 are required to display a Protocol Set of Flags and the Flags of Competing Nations in that particular competition. Birmingham 2022 must display flags at all competition venues. You may be asked by the Venue Protocol Manager to check these against the Birmingham 2022 official Flaq Manual to ensure nothing is incorrectly displayed or damaged. If you notice anything out of the ordinary, tell the Venue Protocol Manager. You could be approached by a Games Family client who informs you that something is wrong with their Nation Flag; it is your responsibility to treat this situation respectfully and sensitively and inform your Venue Protocol Manager. Each Games Family Lounge will have a copy of the Flag Manual accessible to Protocol Team Members, which is the single source of truth for all flags



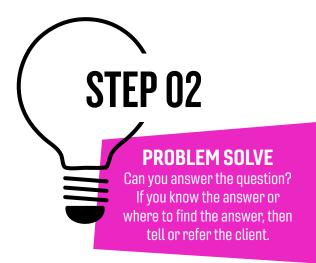
#### COMMUNICATION

#### **ESCALATION PROCESS**

These are 3 key phases to be aware of:



- "Where can I charge my devices?"
- "When is my specific athlete going to be competing?"
- "My Nation's Flag is displayed incorrectly!"
- "I am supposed to be presenting medals at the ceremony soon, where do I need to go?"



- "I can direct you to the Games Services Centre which will have an answer for you."
- "There is an app which can provide this information. I can show you how to access this if you'd like?"
- "I am very sorry for this. I will find my manager who will be able to deal with this challenge more appropriately."
- "Of course, I know the answer to that."



- "Hello. This client has informed me that they have a question. Please may you provide assistance?"
- "Please may you point me in the right direction to find this answer?"
- "This client has been rude and is no longer calm. Please may you speak to them and help to answer their question?"

#### **BEING A PROTOCOL TEAM MEMBER**









#### **CULTURAL AWARENESS**

The recognition of the differences of your own and other cultures.

There will be 72 Commonwealth Games Associations (CGA) in attendance who present a variety of cultural beliefs and behaviours. As a Protocol Team Member who will be within close contact to these CGAs, it is imperative that you display cultural awareness and sensitivity.

#### **CUSTOMER SERVICE**

Demonstrate exceptional service and hospitality throughout the Games and respect the expectations of the clients.

The Games Family are an important client group; they include a wide spectrum of Domestic & International Dignitaries. You are the face of the Games and will be dealing with these client's enquiries whether it's praise, appreciation, or challenges. Excellent communication and superb interpersonal skills are a necessity to ensure all encounters are friendly, yet professional.

#### **DECISION MAKING**

The process of identifying a decision, gathering information, and assessing alternative solutions.

It is important to understand which decisions require your proactivity in finding a solution, and when to escalate the process to a member of staff. Refer to the Escalation Process on page 13.

#### **RESOLVING ISSUES**

Collaborating, Accommodating, Compromising.

Resolving Issues is vital in a Protocol Team Member role. As the 'Face of the Games' you could be the first person that the Games Family clients will see if they have a question. It is your responsibility to handle these challenges in a friendly manner, and always follow the **PERRY** steps.

BE... P ROACTIVE
E MPATHETIC
R ESPECTFUL
R ESILIENT
SPEAKTO... Y OUR VPM



#### **ADAPTABILITY**

The ability to rapidly implement different skills and behaviours in response to changing circumstances.

Whilst you will be aware of your daily tasks at the start of every shift, and possible changes to this throughout the day, you may be required to do a different task suddenly depending on availability and changing circumstances. Alongside being adaptable, you will need to be enthusiastic and open to taking on the new opportunities.

#### **COMMUNICATION**

The successful conveying or sharing of ideas and feelings.

You have been selected for this role due to your expression and presentation of excellent communication skills. Communication skills will be vital in every task you come across as a Protocol Team Member. Given the clientele that you will be working with every day, it is key to be professional, polite, and friendly in all interactions. You may be tasked with anything from meeting and greeting guests, to managing challenges raised within the venue, therefore it is always vital to enter a conversation enthusiastically and with a smile.

Remember: volunteering at the Commonwealth Games is a fantastic experience but above all, we want you to have fun and always come to your shift with a smile!



# **VENUES**

#### **VENUES & SPORTS**

As a Protocol Team Member, you could be based at multiple venues. Your shifts and working patterns are dictated by the timings of the Sport Competition Schedule, including the Opening/Closing Ceremonies, 1-day events, or venues with a short competition period and will be at the discretion of the Protocol Team as to where you're rostered. Flexibility is vital as a Protocol Team Member.

#### **GAMES FAMILY HOTEL**

The Games Family Hotel (GFH) is the Grand Hotel Birmingham (Postode: B3 2BS). This is an accredited venue and is the only 'exclusive use hotel' that will accommodate the Games Family. The Grand Hotel will accommodate Commonwealth Games Associations Presidents, Secretaries-Generals, Commonwealth Games Federation Board, distinguished and honoured guests. Alongside The Grand Hotel we have acquired rooms in Hotel Du Vin (66), The Hyatt Regency (80) & McDonald Burlington (50) to fulfil any further Games Family accommodation needs.



Guest Pass and Accreditation Centre (GPAC)					
Location	Sassicaia Room, Hotel du Vin, 25 Church Street, Birmingham B3 2NR				
Opening Dates	25 July to 9 August 2022				
Opening Hours	09:00 – 21:00				
Guest Pass Collection	09:00 – 20:00				

#### **GAMES FAMILY SERVICES CENTRE**

The Games Family Service Centre for our clients will be situated in the Grand Hotel, and will provide a full range of services to the Games Family including Protocol, Arrivals and Departures, Accreditation, Transport, and Ticketing.

The Food & Beverage timings at the Grand Hotel for the Games Family are as follows:

Food & Beverage Options	Timings					
	Isaac's					
Breakfast	Weekdays: 06:30 – 10:30 Weekends: 07:00 – 11:00					
Dinner	18:00-22:00 (Last Orders)					
Madeline's Bar						
Opening Hours	10:00 – 23:00	Last Orders: 22:30				



#### **COMPETITION VENUES**

Select the VENUE icon for information on that venue, or click the SPORT icon below for information on the sport at that venue.











































































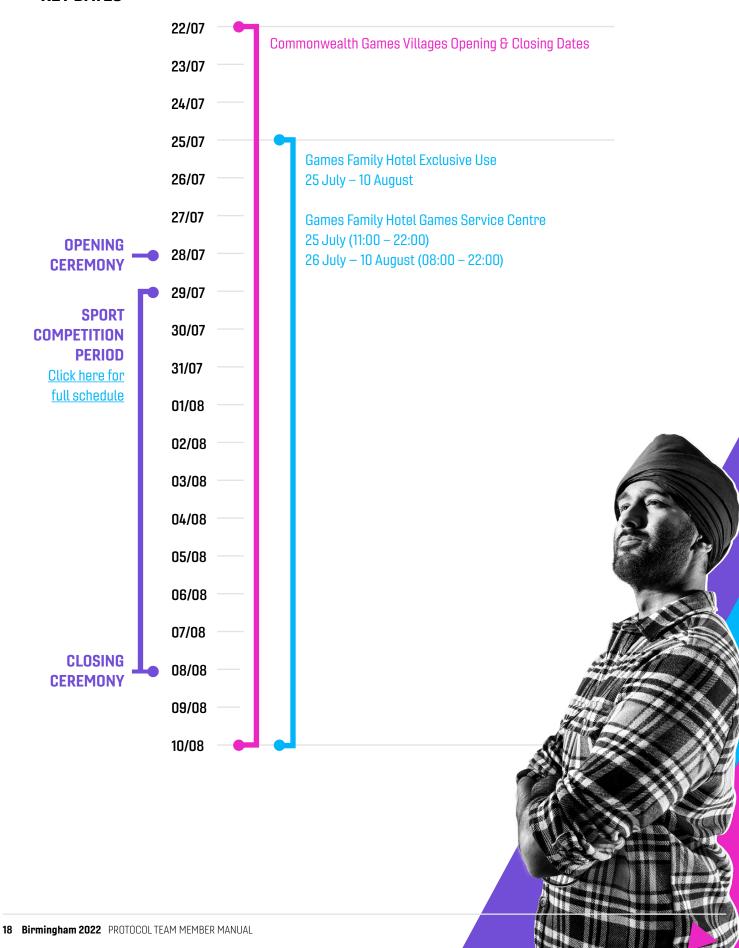




More information on venues and volunteer travel will be given out separately in Venue Specific Training.

# KEY INFORMATION

#### **KEY DATES**



## **GLOSSARY**

## Commonly used Acronym

COMMONLY USED ACRONYM	DEFINITION
	GENERAL
B2022	Birmingham 2022
CCW	Catering, Cleaning, Waste
CdM	Chef(s) de Mission
CGA	Commonwealth Games Association
CGF	Commonwealth Games Federation
CGV	Commonwealth Games Villages
GFH	Games Family Hotel
GFS	Games Family Services
OC	Organising Committee
PEA	Prime Event Access
RFT	Request for Transport
	VENUE CODES
ARB	Arena Birmingham
AXS	Alexander Stadium
CGB	Commonwealth Games Village University of Birmingham
CGN	Commonwealth Games Village NEC
CGW	Commonwealth Games Village University of Warwick
CKC	Cannock Chase
COV	Coventry Stadium & Arena
EDG	Edgbaston Stadium
LVV	Lee Valley Velopark
NCA	National Exhibition Centre - Arena
NEC	National Exhibition Centre
SAC	Sandwell Aquatics Centre
SMI	Smithfield
SUT	Sutton Park
UNB University of Birmingham - Precinct	
VIC	Victoria Park
WAR	St Nicholas Park – Warwick
WOL	West Park – Wolverhampton



# WITH THANKS TO THE BIRMINGHAM 2022 SPONSORS...

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## **SUPPORTERS**

















## **PROVIDERS**

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Rosterfy	DRF	PG OCS	Wiz-Team	Events	AIR Spo	orts Technolog	y Riedel	MTD
SLX	BMet	Microplus	Domestic &	General	Aston Uni	versity F	GH Security	RE:ACT
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## **CONTACT INFORMATION**

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