B&W PRODUCTIONS · CREW TRAINING · MODULE 21

Activation Crew Conduct

On an activation there is no stage to hide behind. You stand in a mall, a tavern, a festival or a forecourt wearing someone else's logo. Every guest who meets you has met the brand. This module is how to carry that: how you look, how the stand looks, how stock is counted, how samples are served responsibly, how you talk to people, and how you prove the job was done.

B&W Productions · Proper Planning, Prevents Poor Performance



01 You are the brand

An activation puts a brand in front of people, face to face. The client has spent years and millions building what that logo means. For the next six hours, you are holding it.

THE CLIENT

The brand owner who pays for the activation and sets the rules: what is said, what is given, to whom.

THE AGENCY

B&W plans, builds and staffs the activation and answers to the client.

THE TEAM LEADER

Your boss on site. Stock, breaks, problems and the report go through them.

YOU

Promoter, brand ambassador or crew. The only part of all that planning the public actually meets.

- **Know the brief.** What is the product, what is the one message, what is the giveaway, what is the target for the shift.
- **Know the product.** Taste it or try it in training, not on shift. Know the price, the flavours, the alcohol content if it has any, where to buy it.
- **Know the rules.** Who may receive a sample. How many. What you may never say or promise.

> **FIELD RULE**
> If a guest could quote you, say only what the brief says.

02 Dress, time and conduct

DO	DO NOT
Arrive at call time, ready to work, in full uniform	Arrive at call time and then get dressed
Clean, ironed brand uniform, closed shoes, name badge if issued	Mix the uniform with your own jacket, cap or another brand
Phone away. Use it for the job photos and the team leader only	Scroll, take selfies or post from the stand without permission
Eat, drink and smoke on your break, out of sight, uniform covered	Eat, chew gum, smoke or vape at the stand
Stand, smile, face outward, hands free	Sit, lean, fold arms or stand in a huddle with your team
Stay sober. Before and during.	Drink the product on shift, even when a guest offers

- **In uniform you are on duty**, on the way in, on your break and on the way home. A promoter drunk in a brand shirt at the taxi rank is a photo on social media.
- **Social media:** post only what the client has approved, from the account they name.
- **Competitors:** never run down another brand. Talk about yours.
- **Late or sick:** phone the team leader before call time, not after.

> **FIELD RULE**
> Uniform on means on duty. There is no "off camera".

03 Setting up the stand



Square, clean, level, cables hidden. Then stand where the guest stands and look.

1. **Report to the venue** or outlet manager. Confirm the position, the power point and the times.
2. **Build to the layout** the client approved. Gazebo, counter, banners, fridge or cooler where the plan shows them.
3. **Weigh it down.** Gazebo legs weighted or pegged outdoors. Banners on stable bases. Wind takes a gazebo into a crowd (Module 15).
4. **Power safely.** One multiplug from a proper socket, cable taped or matted, nothing across a walkway (Modules 8 and 12).
5. **Clean and straight.** Banners upright and uncreased, logos facing the traffic, counter wiped, no boxes or bags in sight.
6. **Product facing forward**, labels to the front, cold product cold.
7. **Music at talking level**, and only what the client approved. You must be able to speak to a guest without shouting.
8. **Look at it from where the guest stands.** Fix what you see.

> **FIELD RULE**
> If it would not look right in the client's photo, it is not finished.

04 Stock is money



Count it in, sign for it, count it out. Every unit has a line.

Product, prizes and branded gifts belong to the client until they reach a guest. Every unit is counted in, counted out and explained.

TRY IT: BALANCE THE STOCK SHEET

Opening stock plus anything received must equal what was given out, what was damaged and what is left.

- **Count with a witness** at handover and sign the sheet together.
- **Tally as you go.** A mark for every sample or gift, not a guess at the end.
- **Damaged stock is kept**, photographed and returned. It is not thrown away or taken home.
- **Nothing leaves in a bag.** No product, prizes or branded items for you, friends or the venue staff unless the brief says so in writing.
- **Lock or watch it.** Stock is never left unattended at the stand.
- **Cash:** if the activation takes money, it is counted, bagged and signed for the same way.

FIELD RULE

Opening plus received, minus out, minus damaged, equals closing. If it does not, say so before you leave.

05 Sampling responsibly

Sampling food or drink carries the client's legal risk as well as their name. With alcohol, the rules are strict and they are yours to enforce at the stand.

Alcohol

- **Adults only.** Nobody under 18 is served, sampled or given branded alcohol items. If someone looks under 25, ask for ID. No ID, no sample.
- **Not to anyone who is drunk.** A polite no, and offer water.
- **Not to pregnant women**, and not to drivers who say they are driving, where the client's code says so. Most do.
- **Sample size and limit** exactly as the brief states. One per person means one.
- **Inside the licensed area only.** Product does not walk out of the venue or the demarcated zone.
- **You do not drink.** Not on shift, not in uniform.
- **Water and the responsible drinking message** visible at the stand where the client supplies them.

Any food or drink

- Clean hands, clean serving tools, gloves or tongs where the brief says.
- Cold product kept cold. Check use-by dates when you open a case.
- Know the allergens. If you are not sure what is in it, say "I am not sure, please check the label."
- Bins at the stand, and the area left cleaner than you found it.

> **STOP**
> If you are pressured to serve someone you should not, by a guest, an outlet owner or anyone else, the answer is no. Call the team leader. You will be backed.

> **FIELD RULE**
> When in doubt, do not pour. Nobody loses a contract over a sample that was refused.

06 Talking to people



A good interaction takes under a minute and ends with the guest doing one thing.

- **Go to them.** Step forward. Do not wait behind the counter.
- **Greet in the guest's language where you can.**
- **One message.** The line from the brief, in your own voice, not a speech.
- **Take no for an answer.** Once. Smile and let them go.
- **Complaints:** listen, do not argue, apologise for the experience, call the team leader. Never promise refunds or prizes you cannot give.
- **Harassment:** you do not have to accept it. Step back, tell the team leader, involve venue security.
- **Children:** no samples of restricted products, no photos without a parent's yes, no data.

Collecting names and numbers

- Only collect what the brief asks for, on the client's form or app.
- Tell people what it is for and get a clear yes. That is what the Protection of Personal Information Act (POPIA) requires.
- Never copy details to your own phone. Never photograph an ID.
- Paper forms are handed in. They are not left on the counter.

> **FIELD RULE**
> The guest should leave knowing the brand's name and feeling good about it. Everything else is detail.

07 Photos, numbers and the report



Setup, busy and packed-up photos, with the time, sent to the team leader.

The client was not there. The report is how they know the activation happened, where, for how long and what it achieved.

WHEN	WHAT TO CAPTURE
On arrival	Photo of the outlet front and the empty position. Your check-in on the system if one is used.
Setup complete	Wide photo of the finished stand, with the team in uniform.
During	Two or three photos of guests engaging. Ask before photographing faces.
Every hour	Tally of samples, sales or interactions.
Close	Photo of the cleared position. Closing stock count. Check-out.
After	The report: times, numbers, stock, what guests said, problems, competitor activity seen.

- **Real numbers.** A true 80 is worth more than an invented 300. Clients compare outlets, and invented numbers stand out.
- **Real times.** Arrive late, write the real time and the reason.

- **Guest comments** in their words. "Too sweet." "Where can I buy it?" That is gold to the brand team.
- **Send it the same day.**

> **FIELD RULE**
> If it is not photographed and counted, for the client it did not happen.

08 Close-out

1 ☐ **STOP SAMPLING ON TIME**
At the time in the brief or when the outlet says so.

2 ☐ **COUNT CLOSING STOCK WITH A WITNESS**
Balance the sheet. Explain any variance now.

3 ☐ **DAMAGED AND LEFTOVER STOCK PACKED**
Sealed, labelled, returned. Nothing goes home.

4 ☐ **STAND STRUCK AND PACKED TO THE LIST**
Gazebo dry and bagged, banners rolled face in, counter wiped (Modules 14 and 16).

5 ☐ **AREA CLEANED**
Bins emptied where agreed, floor checked, no tape left behind.

6 ☐ **OUTLET MANAGER THANKED AND SIGNED**
Get the signature or stamp the client asks for.

7 ☐ **PHOTOS AND REPORT SENT**
Before you leave the site.

8 ☐ **UNIFORM HOME CLEAN**
Washed and ready for the next shift, or handed back.

That is the last module. The course ends with the crew practical: your crew chief watches you do the job for real.

> **FIELD RULE**
> Leave the outlet wanting you back. The next booking starts with how you left.

09 Check what you learnt

Ten questions. Circle one answer for each. The answer key is on the last page. Pass mark: 8 out of 10.

1. Who sets the rules for what is said and given at an activation?

- ○ **A** The promoter
- ○ **B** The client, the brand owner
- ○ **C** The venue cleaner
- ○ **D** The guests

---

2. Call time is 09:00. What does that mean?

- ○ **A** Arrive at 09:00 and get changed
- ○ **B** In uniform and ready to work at 09:00
- ○ **C** Leave home at 09:00
- ○ **D** Phone in at 09:00

---

3. You are on your break in uniform. A guest offers you a drink of the product. What do you do?

- ○ **A** Accept, you are on break
- ○ **B** Decline politely, you do not drink in uniform
- ○ **C** Take it home
- ○ **D** Share it with the team

---

4. **Someone who looks about 20 asks for an alcohol sample and has no ID. What do you do?**

- ○ **A** Serve a small one
- ○ **B** No ID, no sample
- ○ **C** Ask their friend
- ○ **D** Give them the branded cap instead

---

5. **An outlet owner pressures you to pour for a visibly drunk guest. What do you do?**

- ○ **A** Pour it, it is their outlet
- ○ **B** Refuse politely and call the team leader
- ○ **C** Pour half
- ○ **D** Leave the stand

---

6. **Opening 240, received 48, given out 250, damaged 2. What should be left?**

- ○ **A** 36
- ○ **B** 34
- ○ **C** 38
- ○ **D** 286

---

7. **What happens to damaged stock?**

- ○ **A** Thrown away
- ○ **B** Taken home
- ○ **C** Kept, photographed and returned
- ○ **D** Given to venue staff

---

8. **A guest says no thank you. What do you do?**

- ○ **A** Follow them
- ○ **B** Ask three more times
- ○ **C** Smile and let them go
- ○ **D** Block the walkway

9. **What must you do before collecting a guest's name and number?**

- ○ **A** Nothing
- ○ **B** Tell them what it is for and get a clear yes
- ○ **C** Photograph their ID
- ○ **D** Copy it to your phone

10. **Your tally shows 80 interactions on a slow day. What goes in the report?**

- ○ **A** 300, to look good
- ○ **B** 80
- ○ **C** Leave it blank
- ○ **D** Whatever the last team wrote

Answer key

1. **B**. The client owns the brand and sets the brief. You deliver it.
2. **B**. Call time means dressed and ready to work.
3. **B**. In uniform you are on duty. No drinking, before or during.
4. **B**. If they look under 25, ask for ID. No ID, no sample, and no branded alcohol items.
5. **B**. The answer is no. Call the team leader. You will be backed.
6. **A**. 240 + 48 – 250 – 2 = 36.
7. **C**. Damaged stock is proof. Keep it, photograph it and return it.
8. **C**. Take no for an answer, once, with a smile.
9. **B**. POPIA needs a clear purpose and consent. Collect only on the client's form or app.
10. **B**. Real numbers. Invented ones stand out when clients compare outlets.

Photos: scene photographs are AI-generated illustrations and do not show B&W Productions equipment or events. This module is crew training, not a substitute for the manufacturer's manual, the venue's rules or the event safety officer's instructions.