

Client Spotlight Series

Presented by the TOEIC® Program

VOLUNTEER PLACEMENT FOR INTERNATIONAL EVENT

 GOVERNMENT ENTITIES

 GLOBAL EVENTS

 TOEIC® S&W, L&R TESTS

 PLACEMENT

SUMMARY

With prominent international delegates set to arrive in Xiamen for the 2017 BRICS Summit, thousands of English-speaking volunteers would be needed to help foreign dignitaries, along with journalists and visitors, navigate the city while attending the forum.

The BRICS Summit Organizing Committee chose the TOEIC® tests to efficiently assess the language skills of numerous local and international student volunteers. TOEIC scores were used to place volunteers in various hospitality positions, ensuring they had the proficiency needed to appropriately engage with visitors and effectively support event coordination.

SNAPSHOT

Organization: BRICS

Location: Shanghai, China

Company Size: 2,000+ volunteers

About: "BRICS" is the acronym for an association of the five combined economies of Brazil, Russia, India, China and South Africa. Together these emerging national economies represent a significant share of the world's production and population. Since 2009, BRICS has met annually in high-level international summits to provide a major forum for economic cooperation among emerging markets and developing countries.



BRICS
2017 CHINA

CHALLENGE

The ninth annual BRICS Summit – the biggest international event ever to be hosted in Xiamen, China – was hosted at the Xiamen International Conference Center in September 2017. The success of the Summit was largely dependent upon the security and safety of foreign guests as well as the quality of logistical services such as reception, transportation, translation, media service and more that would shape visitors' experiences with the local community.

With visitors from around the world and unfamiliar with Xiamen filling the city, this massive event would require the support of thousands of English-speaking volunteers to ensure the event's smooth operation and proper hospitality. The challenge for the Organization Committee was to efficiently assess the numerous volunteers and assign them to select hospitality positions based on the English-language proficiency needed to handle various interpersonal exchanges.

SOLUTION

The TOEIC program was identified as the English-language assessment to help place volunteers in appropriate positions in support of the 2017 BRICS Summit. With recruiting efforts beginning nine months prior to the event, Summit organizers received an overwhelming number of applications from local university students as well as international students from other BRICS countries.

Specifically, the *TOEIC*® Listening and Reading test and the *TOEIC*® Speaking and Writing tests were used to comprehensively test the English communication skills of the students and volunteers.

RESULTS

The BRICS Organization Committee, in collaboration with Xiamen New Oriental, used the TOEIC tests to efficiently assess the English communication skills of nearly 600 international applicants. Scores were then used to place qualified volunteers in different positions throughout transportation and hospitality venues, such as the airport, hotel and conference centers, to ensure appropriate communication with visitors as well as with event coordinators.

To learn more about the *TOEIC*® program visit **TOEICglobal.com** or contact your local ETS Preferred Network office.



For almost 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the TOEIC tests are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.