



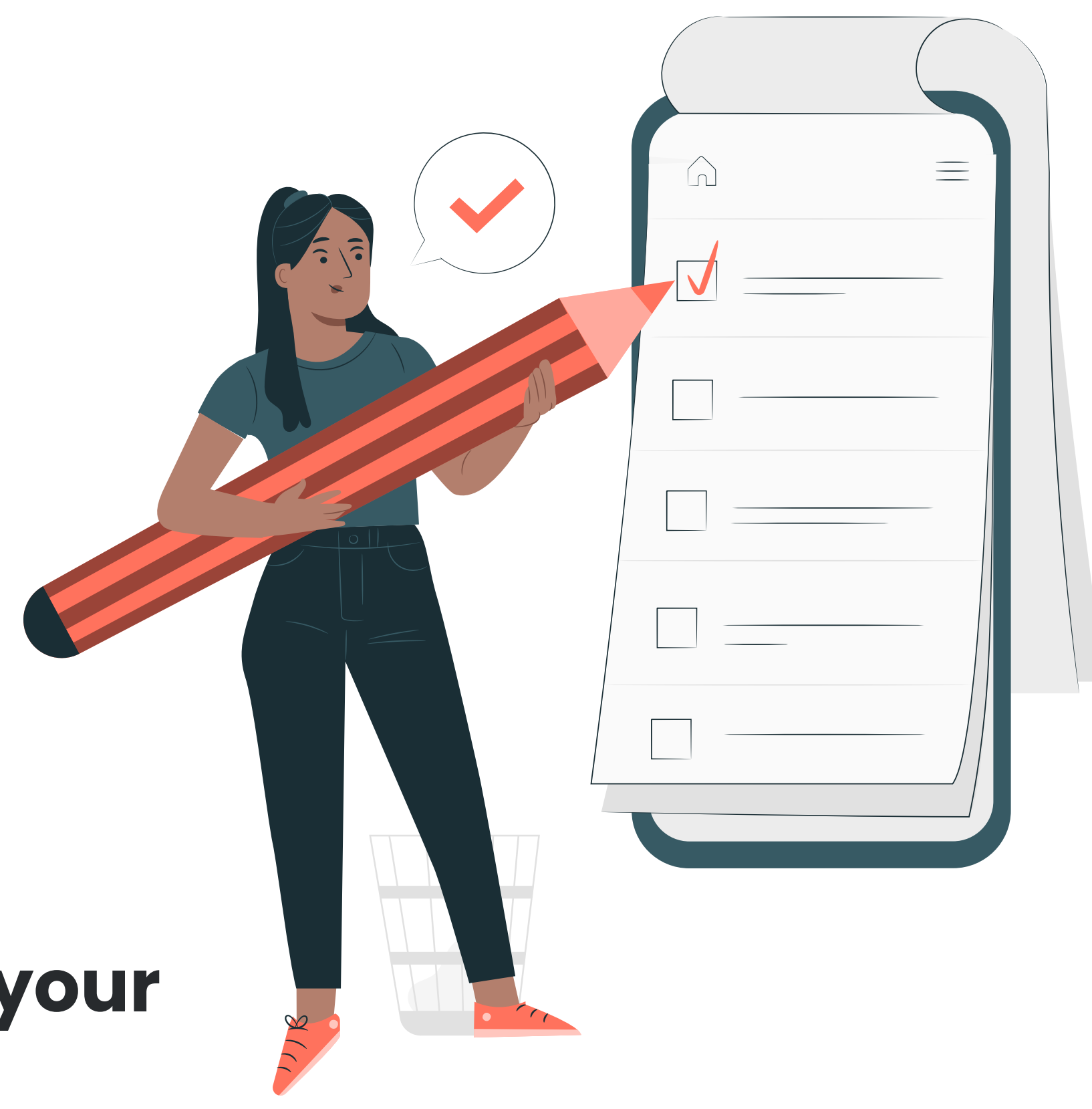
# How to Employ Good Photo Booth Staff

Hiring is an extensive and challenging process, and one that you want to get absolutely right. So what exactly do you need to do to make sure that you're hiring the best staff, and what qualities should you be looking for in a good staff member?

## WHO TO EMPLOY

### FIGURE OUT YOUR REQUIREMENTS

Before setting out and launching your own hunt for new employees, something that would be smart to do first is figure out **exactly what kind of employee you want**. Figuring this out before anything else will help inform aspects of your recruitment safari, like identifying where the best places to advertise would be or what social media sites to promote on.



**So what kind of staff member do you want handling your booth at an event?**

What qualities do you want from that person? Whoever this is will be representing you and your business at your client's function. The last thing you want is to send someone to an event that could end up damaging your business' brand and reputation.

Something to also bear in mind is the fact that they will essentially be guests at the event - so somebody able to converse with other guests and foster an appropriate atmosphere would likely be an ideal.

All this is to say that personality is an important aspect that you need to be looking out for when hiring photo booth staff. You could have the greatest salesperson in the world but it would all be for nought if they were an absolute chore to be around.

This isn't to say that skills should be discounted completely - of course not, a skilled individual would obviously be an ideal candidate - but it's impossible to ignore the fact that the **actions and social skills** of your staff while attending your client's event will have a massive impact on whether or not your client or guests at that party will review you positively and can determine if they would recommend you to their friends.



## HOW TO EMPLOY

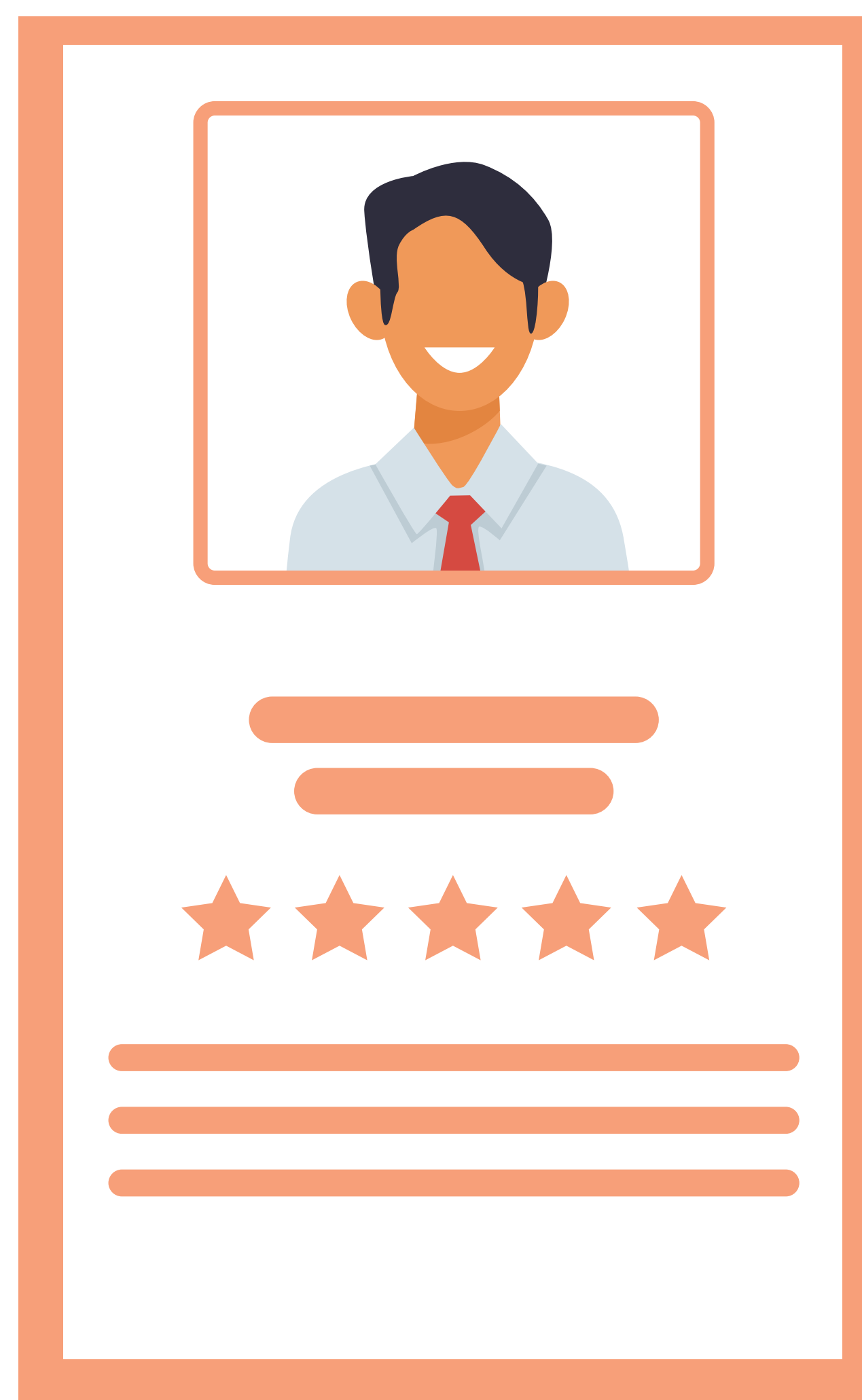
Now that you have an idea of the kind of person that you want aboard your business, the question is how do you find them? What avenues do you have to tread to find your dream candidate?

Like I said before, figuring out your dream candidate is important because it informs this step of the process, because now you have a target audience.

Recruitment is a sales process in and of itself - the product being employment at your business. With your target audience in hand, you'll do what you do with any product - sell where your audience is buying. Whether this means **turning up at jobs fairs, advertising on social media, or making use of sites like LinkedIn or Indeed**, you need to advertise your job offer in places where your ideal candidates will be able to see it.



What you'll also need to advertise - and something to think about beforehand - is what kind of employment are you offering? Are you offering regular employment or are you looking for a subcontractor?



The key differences between the two are that a **subcontractor sets their own wages and hours**, also having the option to accept or reject jobs offered to them, but they are paid only when a job is finished - meaning pay and work can be inconsistent.

A standard employee is the opposite. Though they have set wages and hours, with no option to reject certain jobs, **a standard employee will have a more regular stream of work and are paid on a routine, scheduled basis**. It's down to you to decide which employment strategy your company will opt for but whichever it is it's important to advertise that fact.

## KEEPING THEM EMPLOYED

Presumably at this stage of the process you're about to have some new employees on board, which is exciting, but before that happens something that you should do is lay out your **Standard Operating Procedures (SOPs)** for onboarding.

What SOPs are in essence is a set of instructions that break down how employees should carry out their tasks within your organization. Without this set of guidelines, your employees may be prone to completing their jobs in their own way.



Setting these SOPs will make for a more uniform and efficient workflow, makes the job a little easier for them, and ultimately saves you money.



Now that you have them employed the question becomes how do you keep them employed? Are your employees feeling engaged by their job? Is the job easy for them to understand? Do they feel like the potential for progression is there?

Investing in making sure your employees are happy and engaged will not only improve morale, focus, and productivity - it will also make for a more efficient, more stable, and more lucrative business.

## EMPLOY YOUR KNOWLEDGE

As was said at the start of this Infographic, hiring is a challenging and extensive process, and the difference between a good hire and a bad one could end up making or breaking your business. However, going into the process prepped and ready to find your dream candidates and knowing the right tactics to ensure you find your version of the perfect employee can guarantee yourself success.