



# THE WAKA GUIDE BOOK

**waka** /'wakə/

*noun*

- 1 What About Kuching Ambassador
- 2 a representative or promoter of Kuching's most happening festival

**WHAT**  
ABOUT ALL  
**KUCHING** OCT  
CELEBRATING ARTS,  
CULTURE x LIFESTYLE

# WAK IN A NUTSHELL

## What is WAK?

WAK is a community-driven month-long festival of the arts, culture, and lifestyle of the people of Kuching and Sarawak, filled with a multi-genre programme centred in the city of Kuching and radiating outwards towards greater Kuching.

It happens each October with a multi-genre programme centred in the city of Kuching and radiating outwards towards greater Kuching.

WAK is an 'OPEN ACCESS' festival, meaning that anyone and everyone can propose an event they intend to organise and run by filling in a Proposal Form during the "Call For Proposal" period.

WAK's objectives:

- Enhance greater tourism arrivals to benefit the local economy.
- Provide platforms for personalities to showcase their different pursuits.
- Create awareness, educate, and garner a greater appreciation of these pursuits.
- Foster regional and international collaborations to elevate local standards.

## What's a WAKA?

WAKAs are friendly & hospitable ambassadors who are the frontliners & the face of WAK; assisting various Collaborators (Event Organisers) as they hold their events throughout WAK Festival (October).

WAKAs are the people who ensure all the wheels turn to deliver a great attendee experience for each Event throughout the Festival.

WAKAs comprise various roles i.e. Frontliners, Administrative (Filing, Data Input) & Bookkeeping, Sales & Promotion, Liaison, Housekeeping / Cleaning, Muscle Power aka Flexxers.



## What we do - the roles of a WAKA

### Pre-Event

Each WAKA will be required to fill in your availability based on the WAK Event Calendar. The link for the Calendar will be shared separately once your registration is confirmed).

### Venue Setup

- If venue set-up is required the day before the specific event, the WAKA Manager will inform the relevant WAKAs who have signed up for that specific event.
- WAKAs are required to assist the Event Organisers in the set-up of the event venue, seating arrangements & layout (if needed).
- The WAK Booth is to be set up at least 1 hour before the event starts.

### WAK Merchandise & Information Pack

- WAKA on duty will need to do a quick stock-check & pick up WAK merchandise & publicity materials from the WAK Secretariat (office above Klinik Chan opposite the Chinese Museum) at least 1.5 hours before the event starts.
- Merchandise items, price list, arrangement & merchandise layout will be shared by the WAKA Manager.
- The WAKA Manager will prepare petty cash for the merchandise which are to be collected along with the merch & infopacks.

### Event Day

#### Frontliners

- WAKAs are brand ambassadors who should be well-informed of the event of the day. Event details and descriptions (summary) are available on the WAK Website. WAKAs are expected to briefly know what the event is about.
- WAKAs are encouraged to promote other events under the WAK Festival umbrella.
- WAKAs need to be cool-headed and be able to communicate effectively to Event attendees if there is a problem. If all else fails, WAKAs will need to call the WAKA Manager for assistance.

- WAKAs need to assist in giving out flyers / leaflets / calendar booklet / online calendar to encourage patrons to check out the other events throughout the Festival.

### **WAK Information Booth -**

#### **Registration, Head Count, Ticket Sales, Merchandise Sales & Media Relations**

- If registration is required by the Event Organisers, WAKAs are to assist where possible i.e making sure the event attendees fill up the necessary information required by the Event Organisers.
- If the event is a ticketed event, WAKAs are required to verify the authenticity of the tickets presented by the eventgoers. If door sales are applicable for the Event, ensure the Event Organisers have briefed you thoroughly on ticket prices and/or packages available.
- WAKAs are required to do headcount for each event. A template will be provided by WAKA Manager which will be included in the Merchandise & Information Pack.
- WAK Festival has its own list of Merchandise items for sale to the event goers. [Note: the sales proceeds of WAK Merchandise are for the running of WAK Festival in which is not for profit].
- Event Organisers may potentially have their own merchandise items for sale. In this area, WAKAs are expected to assist with the marketing & sales of these merchandise items.
- It is ideal that WAKAs have some level of cash-handling skills & integrity.
- The booth also serves as a media booth where WAKAs are to assist the members of the media with event information and inform the media to conduct interviews at the booth.

### **First Aid / Medical Team**

- We are aware that this is a specialised area of service however if you are a trained First Aider, your assistance will be much appreciated when the need arises.

- A basic first aid kit will be provided, and WAKAs are to provide any necessary basic first aid assistance (if needed) to keep the situation under control while waiting for the official medical team to reach the site. Should any emergency arise, WAKAs are to CALL the WAKA Manager immediately to update. No emergency cases should be left uninformed / unattended to.
- WAKAs are required to stock check the First Aid kit and to inform the WAKA Manager if any purchase / restock is required.

## **Security**

- Most events will go without a hitch when basic security rules are in place i.e if the venue has a designated entrance & exit, WAKAs to ensure that Event goes abide to the traffic flow.
- In the event any suspicious person is within the event venue, please immediately highlight any of the WAK directors, managers or even the Event Organisers. Do not stay silent!
- Be vigilant and be attentive when you are on duty to ensure the event is safe for all.

## **Stagehand**

- Certain events may require WAKAs to assist with backstage and to provide the performers with the necessary help.
- If the WAKA Manager did not pre-empt the WAKAs on duty to assist as Stagehand, WAKAs on duty are required to inform the WAKA Manager to avoid any unwanted mishandling of equipment on stage.

## **Photographer & Videographer**

- WAK has official media partners and/or photographers & videographers who will be documenting the event.
- If WAKAs are required to assist in this area, please do not hesitate to lend a hand as the more photos & videos are taken and shared on social media platforms, the better outreach the festival gets. Take lots of photos and selfies and remember always use **#WAK2023 @aboutkuching** in your captions!

## **Runner / Floater**

- WAKAs are expected to fill in the gaps or even take over a role of a no-show WAKA.
- There will be times when the Event Organisers may need your assistance in running a simple errand nearby, WAKAs are allowed to lend a hand if your assigned job has been taken care of and your teammates are well-informed/aware of it. Do not run errands on your own without the knowledge of your teammates and the WAKA Manager. We're accountable for each other as a team.

## **Parking Team**

- WAKAs may be required to assist with the traffic flow of the event venue. Should the need arise, WAKAs may need to be aware of the parking layout or directions of the event venue.

## **Housekeeping**

- If a major clean-up of the event venue is required, the WAKA Manager will post an announcement. If not, a general brief clean-up is required to be done before the event starts.
- General Housekeeping to-do:
  - Ensure floors are dry/not wet & slippery.
  - To change event garbage bags if fully utilized (if applicable & needed).
  - To rearrange layout (chairs & tables) if requested by Event Organisers.

## **Event Survey Form**

- During and/or after each event, WAKAs are required to obtain surveys from the event goers. The google link / QR Code will be shared by WAKA Manager in due time.
- Upon the WAKA Manager's advice, each survey should be complimented with a WAK sticker.
- Remember to be tactful and nice when asking for surveys. No obligation is required.

## **Muscle Power aka Flexxers**

- WAKAs main task as a Flexxer is to assist the Event Organizers to move items as they request subject to their instruction and directions.

## **Post-Event**

### **Event venue teardown**

- Certain event venues require a teardown for the next Event Organisers, as such WAKAs will need to assist to expedite the teardown of the place to its original layout. It's a best-recommended practice that WAKAs check with the WAKA Manager on the set-down plan to avoid double work for the next team of WAKAs on duty for the next event at the same event venue.

### **WAK Merch & Information Pack**

- WAKAs need to do a final merchandise stock check to ensure it tallies with the petty cash for the event.
- All promotional and marketing materials are to be packed and dropped back off at the WAK Secretariat (office above Klinik Chan opposite the Chinese Museum). WAKAs are not allowed to bring the merchandise and information pack back home or to the next event venue unless instructed by the WAKA Manager.

### **Job Sheet**

- A job sheet containing all the necessary information required for each event will need to be filled by the end of the Event.
- In the event a physical job sheet is handed out, the job sheet will need to be submitted back to WAK Secretariat together with the WAK Merchandise & Information Pack. Otherwise, if an online job sheet is used, instructions will be shared by the WAKA Manager.

# WHAT'S IN IT FOR WAKAS?

- Each WAKA will be given WAKA t-shirts to be worn during each event.
- An hourly reimbursement will be paid for each event served via online bank payment.
- A Certificate of Participation will be given at the end of the Festival.
- Experience different genres of events happening in and around Kuching.
- Exposure and experience working in events and festival management.
- Make new friends.
- Tons of Fun guaranteed!

## DRESSCODE

- WAKA name tag.
- WAKA t-shirt and/or approved WAK t-shirt.
- Appropriate footwear. Preferably shoes.
- Jeans / Long pants for general WAKAs.
- Shorts are acceptable for Flexxers or Set-up/Teardown team.



# QUICK TIPS

## Excellence in SERVICE

- To commit oneself to the event signed up.
- To respect the Festival Directors, Managers including Event Organisers / Collaborators of WAK Festival.
- To have genuine friendliness - interact with visitors, and event goers and mingle with new people.
- Anticipate the people's needs.
- Be presentable, neat, and clean i.e. follow dress codes.
- To cooperate with WAK Festival Collaborators.
- Remember to have fun in the process!

## Simple Reminders

- Avoid greeting people with hands inside your pocket.
- Avoid getting carried away with irrelevant conversations with friends and other WAKAs.
- Avoid gathering in one area.
- Avoid leaning / slouching.
- Avoid dragging your shoes when walking.
- Avoid giving / conveying false / inaccurate information to the public about WAK Festival and/ or Collaborators' Event.
- Avoid playing with your cellphone during duty unless being told to.

## Factors that affect the public (Either positively / negatively)

- How tasks are performed.
- How do we deal/ approach with people.
- Our attitude and conduct.
- Our appearances.



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@aboutkuching.com

