



Ambassador Program

Business Events Sydney Ambassador Program. An essential element of Sydney's success.

Background

Since its launch in September 2009, the Ambassador Program has proven very successful in increasing Sydney's bid opportunities to host regional and international business events.

At the same time, the work and achievements of Business Events Sydney have enjoyed greater awareness and a higher profile among our key target markets (such as educational institutions) as well as local politicians and policy advisers at all tiers of government. This document sets out the rationale for the Ambassador Program, the expectations of Ambassadors, selection criteria, rewards and exit policies.

Sydney's challenge

The primary rationale of the Ambassador Program is to identify and secure an increasing share of the regularly occurring international association meetings which rotate between countries and which call for competitive bids from a formal chapter or other national sub-group of the association.

While the rules, processes and decision making criteria will differ from association to association, and the relative power and influence of local association contacts will vary, it is almost always the case that the input from these locals will have some significant impact on the decision about where an international meeting should take place.

75% of the funding for the work of Business Events Sydney comes from the NSW State Government with the balance from the private sector. To maintain our funding it is therefore essential that we maintain and increase our reputation, successes and the legacies of business events at the highest political levels.

Ambassadors. Where do they come from?

Ambassadors are thought leaders in their field, recognised for their professional achievements, acknowledged for their contributions and enthusiastic in their support for Sydney as a business events destination. The first cohort of Ambassadors was drawn from professional bodies, government and corporations representing key industries such as medicine, science and innovation.

While future Ambassadors will continue to represent these areas, there will be a greater focus in 2011 and beyond on identifying potential Ambassadors from sectors aligning with NSW State Government plans for growth in infrastructure and construction, advanced manufacturing, retail, agri-food, mining and tourism.

Ambassadors do not necessarily live in Sydney. We also have Ambassadors in Brisbane, Melbourne and Adelaide. Outside Australia, we have three Ambassadors in Europe and one in the USA, all with strong association connections. Two in China support our expansion into Asia, the source of many incentive groups choosing Sydney as the destination for reward and recognition events.

Intelligence, insight, influence and introduction

The specific role and expectations of Ambassadors vary according to their personal knowledge and experience of working with us, their area of expertise and contacts. This may include some or all of the following:

Early identification of potential bidding opportunities.

Due to their close relationship with business event owners, their position on world boards or active involvement at international level, Ambassadors are able to suggest potential events, sometimes in emerging disciplines, which are unknown to the Business Events Sydney team.

Reducing “no-hoper” bids. Not allocating resources to unproductive activities is at least as important as spending money on productive ones.

Reviewing known potential bid opportunities and introducing bid leaders. Intervention by an Ambassador can be crucial in encouraging a bid leader that the journey will be worthwhile.

Helping to explain the link between business events and economic development, science, healthcare and educational policies, and other politically important areas. This may happen at unrelated meetings attended by Ambassadors with policy advisers, funding bodies, ministers, business leaders and the heads of tertiary institutions.

Helping to generate positive media coverage. A quote from an Ambassador is likely to attract media interest much more than the simple economic impact of a business event.

Credentialising promotional materials.

The Business Events Sydney website and other collateral items (eg DVDs) produced to promote awareness may feature testimonials from prominent Ambassadors.

Participation in the University Engagement Program.

Each year we host information sessions, lunches and dinners at leading tertiary institutions where Ambassadors assist in presenting a case study of an event in which they have participated. The Why and How of International Conferences is a popular topic among researchers, academics and those responsible for directing research at universities and research institutions.

Participation in Ambassador Advisory Forum.

Starting in 2011 small groups of Ambassadors will be invited to a facilitated discussion to explore and advise on issues, opportunities and problems facing Business Events Sydney.

Ambassador characteristics

An Ambassador is likely to be a leader in his or her profession, recognised at an international level,

influential, experienced in bidding for or chairing a significant business event, passionate about Sydney and willing to devote some time to the role.

Ambassador nominations are welcome at any time and are reviewed internally prior to an official invitation. It is unlikely that an Ambassador holding a similar role for a city in competition with Sydney would be accepted.

Ambassador rewards

While budgets do not allow the payment of fees, any agreed travel and other representation costs are reimbursed.

All Ambassadors are formally recognised with a certificate of appointment which may be awarded at Ministerial level along with a lapel pin.

Ambassadors are invited to lunches, dinners and other functions to meet other Ambassadors and to be updated on Business Events Sydney activities. And from time to time, complimentary tickets may be offered enabling Ambassadors to attend sporting or cultural activities courtesy of our major stakeholders.

Each Ambassador has a personal profile on the Business Events Sydney website and is encouraged to link their email signature to this page. A template for this will be provided.

Ambassador communication

News of bid wins, developments at Business Events Sydney, reports on conferences and marketing strategies are provided in ad hoc newsletters. An internet forum, starting in 2011, exclusive to Ambassadors, will enable direct communication among individual Ambassadors on matters of mutual interest.

Day to day contact with Ambassadors is managed by the Business Events Sydney bid team but Ambassadors are encouraged to contact the CEO or other senior staff at any time.

Exiting the Ambassador Program

Things change. It is understood that due to new roles, new locations or new time pressures there will be times when an Ambassador feels they have given the Program all they can and may elect to retire. Business Events Sydney may also review the role given these changes and if a conflict of interest arises. This is evaluated on a case by case basis.

Contact

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