

Business Events Legacy Council – Terms of Reference

Who we are:

The Business Events Legacy Council consists of local ambassadors and organizations supporting the Business Events initiatives of Explore Edmonton. Through hosting business events, Edmonton reinforces our international reputation for excellence in academic research, innovation, and business.

Why:

To Change Lives. To Inspire Minds. To Instill Pride.

All Council ambassadors are champions for Edmonton, combining forces to share their expertise and leverage their networks to help create a community hub, building awareness as to why Edmonton is an ideal host city. By hosting business events that align with Edmonton's unique economic sector strengths we lean into our competitive advantages and shine a global spotlight on our destination. That includes artificial intelligence, material sciences, cardiology and virology, and sustainable energy transition technologies to name a few.

Purpose:

The purpose of the Legacy Council is to drive economic activity within Edmonton through the power of Business Events. The Legacy Council will provide open communication channels to proactively attract business events to our city utilizing member insight in the following key areas:

1. Identification of business event opportunities.
2. Support with bid proposals (letters of support) and subject matter expertise presenting Edmonton's proposition.
3. Participation in business event development and execution.
4. Guidance with marketing and media stories.
5. Growth of, and engagement in, the Legacy Council membership.

Framework:

The Legacy Council will be made up of two contributing groups, The Council of Organizations and The Council of Ambassadors. Explore Edmonton will extend an invitation to join the Legacy Council and appoint members.

Council Leads and Co-Chairs (total of 9)*

Council of Organizations (10-25 Organizations)

Council of Ambassadors (60-80 Ambassadors)

Council Ambassador at large (1)

Commitment, Duties and Responsibilities:

- Acknowledgement of Legacy Council Terms of Reference.
- Showcased in our directory of ambassadors listed on Explore Edmonton's website.
- To bring forward potential business event opportunities for Explore Edmonton to consider.
- Provide guidance on business event opportunities under review.
- Provide economic sector expertise to determine Edmonton's competitive advantage.
- Provide guidance, and network introductions, to support the attraction of business event opportunities.
- Provide input on business event development strategies, i.e., creation of new events, assistance with event content - (keynote themes, speaker suggestions, panel discussions, and technical tour ideas), event execution (presenting at an event/attending), and legacy aspects.
- Marketing assistance: use of logo, organization website, social media amplification (as per the organization's discretion).
- Assist with raising the profile of the Legacy Council within the Edmonton region and help to identify new Council Members' opportunities.
- Assist with the creation and evolution of a Legacy Council toolkit (META messages) that can be used by all council members when representing Edmonton.
- Attend a maximum of two membership events per year to celebrate the Business Events Legacy Council successes and raise awareness of member contributions.
- Two-year term.

* Co-Chairs and Sector Leads to attend one meeting per quarter to provide strategic guidance and help expand the council outcomes.

Additional notes applicable to all members:

1. Legacy Council is an advisory body and a non-decision making, non-voting entity. Members are not permitted to speak on behalf of Explore Edmonton and are not to make public any work undertaken as part of the Council unless authorized to do so.
2. Explore Edmonton reserves the right to dissolve the Council at any time in alignment with strategic direction.
3. Council members bring their specific sector experience and expertise to the Council. No organization, industry or external party has a permanent position on the Business Events Legacy Council.

Change Lives. Inspire Minds. Instill Pride.

Give us a call. We make it easy. 780-616-0374