

The Edmonton Ambassador Network is an initiative established by Explore Edmonton, mandated to drive business events to the city.

Ambassador Role:

To support Explore Edmonton's strategic plan for attracting meetings and events and demonstrate their importance in supporting the development of the city and raising the profile of our research institutions. To represent the program and in sharing knowledge gained through the program, with any interested individual(s).

Expectations:

Ambassadors are expected to:

- Respect people and communities of the various organisations leading the program.
- Share the knowledge learned as widely as possible and encourage participation in the program.
- Lead by example – being an Ambassador gives no person any additional rights / authority.
- Follow the guidance and advice of the program's working group.
- Keep up to date with the latest developments and information about the city e.g. by using the resources on the website.
- Identify conference opportunities for Edmonton either through their own association membership or my identifying colleagues who can bring their association event to the city.
- Support Explore Edmonton to bid for and attract business events to the city.
- To act as a mentor, to share knowledge and encourage colleagues to join the network and engage in conference bidding.

Failure to comply with the above obligations may result in the removal of any accreditation gained under the Edmonton Ambassador Network.

Contact:

Stephanie Lynch (she/her), CMP
Senior Manager, Business Events | Explore Edmonton
slynch@exploreedmonton.com | 780.700.8783