

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

## **Who are we?**

An energized group of local champions and organizations supporting Explore Edmonton's Business Events initiatives. Through hosting business events, this reinforces our international reputation for excellence in academic research, innovation, and business.

## **Objectives:**

Change Lives. Inspire Minds. Instill Pride.

All Edmonton ambassador Working Group members 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. This includes artificial intelligence, material sciences, cardiology and virology, and sustainable energy transition technologies to name a few.

## **Purpose:**

The purpose of the Edmonton ambassador Working Group is to drive economic activity within Edmonton through the power of Business Events. The Edmonton ambassador Working Group 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. Assist in making connections and offering access to local leaders
3. Support with bid proposals (letters of support, suggestions for sponsorship, avenues for funding) and subject matter expertise presenting Edmonton's proposition.
4. Participation in business event development and execution.
5. Guidance with marketing and media stories.
6. Growth of, and engagement in, the Edmonton Ambassador Network membership.
7. Act as an advisory role for the conference opportunity (in their sector)

## **Membership**

The membership of the group is open to:

- Explore Edmonton
- Main Universities
- Research Centres and Centres of Excellence
- Sector leads/experts
- Large venues/hotels

## **Commitment, Duties and Responsibilities:**

- Acknowledgement of Edmonton Ambassadors Working Group Terms.
- Showcased in our directory of Edmonton Ambassadors Working Group members 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 Edmonton Ambassador Network within the Edmonton region and help to identify new Ambassador members' opportunities.
- Attend quarterly meetings of the Edmonton Ambassadors Working Group to report back on contributions, updates and share new opportunities, and progress existing.
- Respond in a timely fashion on any opportunities generated by the program, taking collective accountability to contribute to generated conference business.
- Circulate, share & endorse any communications about the program such as press releases, social media posts etc.

The chosen working method in practical terms will be as follows:

- Full Group meetings: Quarterly meetings
- Small group sub-meetings: as and when required
- Sharing of information and resources