

EXPLORE EDMONTON

Business Events Legacy Council – Rules of Engagement

Who are we?

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

Objectives:

Change Lives. Inspire Minds. 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. This 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 is 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 of Organizations (10-25 Organizations)

Council of Ambassadors (60-80 Ambassadors)

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

Council Ambassador at large (1)

Commitment, Duties and Responsibilities:

- Acknowledgement of Business Events Legacy Council Rules of Engagement.
- 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 are to attend one meeting per quarter to provide strategic guidance and help expand the council outcomes.

Additional notes applicable to all members:

1. The 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.

I encourage Council members to also utilize this guidance from The Edmonton Business Diversity Network (EBDN)



I commit to:

- Actively participating in a way that is comfortable for me and following participation guidelines.
- Bringing a positive presence. I will do my best to limit distractions, so my presence supports the speaker.
- Practicing patience for different levels of comfort in using technology for the event.
- Supporting my own sense of comfort and safety within the event. I choose what and how I share in discussions.
- Upholding the confidentiality of colleagues when sharing stories from my organization. I value Explore Edmonton's Business Events Legacy Council as a safe space to share real challenges and learn from challenges faced by others.
- Learn in the spirit of progress not perfection. I commit to entering different perspectives with curiosity, kindness and a willingness to understand a worldview different from my own and will ensure all voices at the table are heard.

Give us a call. We make it easy.

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