



Association Expert Seminar 2007

WORLD'S BEST AMBASSADOR PROGRAMS

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- yes, it is good to be a vibrant destination with a top university, top business partners etc. that could be involved in the association
- but I believe that a destination which does not have great academics or business partners active in the association can also win a bid (see presentation of this morning “hardware and easiness of city”)

- for me they are antiquated: it is not about “being nice” and getting the association to your destination that way
- associations have business objectives and are getting more accountable: congress is a profit generator, it is not about relationship building to one country
- site inspections are done by professionals, not by the officers → putting a congress organizer with a “professor” does not help much
- local input is being reduced – the former “LOC” (picked PCO, delivered less overcome etc.) is out

associations are getting rid of local input:

- away from “reinvention of the wheel”
- away from big spending for local glamour
- away from pocketing for the local association

towards:

- setting scientific standards (continuity of scientific committee, setup of congress, scientific outreach, interdisciplinarity ...)

rather invest time/effort into your local ambassador program

- tell your community about importance of meetings industry

- get your city working for organizers:

- airlines (barter etc.)
- airports (banners, welcome etc.)
- public transit (ex. Athens, Copenhagen)
- hotel (short term yield vs. continuity, not “overheating”)
- local suppliers: DM&Cs, PCOs, A/V etc.
- restaurants, shops etc.

- there is nothing worse than an “ambassador” who does not like his/her job, who is not really interested in the association or bringing a congress to the destination, who is merely doing the CVB “a favor”
- a real ambassador has to be excited about the country where he/she is being sent, must be keen on learning about the country – else he/she will be lousy!



did you ever think about your satisfied clients being your best “ambassadors”?

- we will talk highly of a destination if we have a “one stop shop” there and feel utterly comfortable
- we will recommend the destination, facility, and foremost the people who made our life easy
- we speak the same language as our fellow congress organizers