



**SYDNEY CONVENTION
AND VISITORS BUREAU**

Worlds Best Ambassador Program

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AGENDA

- 1. Definition**
- 2. Objectives**
- 3. Overview of SCVB's program**
- 4. Role of the Ambassador**
- 5. Recognition of an Ambassador**
- 6. Expected outcomes**
- 7. Other examples**



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DEFINITION

An Ambassador program seeks to encourage local residents of a city who are members of International Associations to invite their Association or group to meet in their city.



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OBJECTIVES

Main objective:

**Promote a city / state as a business
events destination**



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OVERVIEW OF SCVB's PROGRAM

- 1. How many Ambassadors**
- 2. Where from**
- 3. What will they do**





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ROLE OF AN AMBASSADOR

- 1. Knowledge of city and convention bureau**
- 2. Referrals**
- 3. Attend events**
- 4. Advice and assistance**
- 5. Identify opportunities**



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RECOGNITION

What's in it for me?





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OUTCOMES

Need to be measurable





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OTHER EXAMPLES

Who does it well?

