

International Congress & Convention Association

## World's Best Ambassador Programs

Presented by: Franziska Kaltenecker, President  
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Vancouver, BC CANADA



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# DESTINATION:

## Beautiful Vancouver, BC CANADA



# Vancouver's Ambassador Program

Vancouver has an excellent  
"Ambassador Program".

- Tourism Vancouver (Bureau) organizes a "Be a Host Educational Workshop" two to three times per year.
- Invited to attend are Association Chairs, Presidents, Doctors, etc. from a variety of industries and medical backgrounds.



# Vancouver's Ambassador Program, Cont'd

Purpose of Program is to "Educate" hosts to consider bidding for and hosting an international meeting.



# Vancouver's Ambassador Program, Cont'd

Local Professional Congress Organizers who are members of both ICCA and IAPCO are invited to be a part of the "Be a Host Program" to assist the Bureau in educating the potential hosts.

PCO's provide their knowledge, experience and assistance to prospective candidates.



# Vancouver's Ambassador Program, Cont'd

A typical Agenda for such a program would include such topics as:

- So, You Want to Bid for a Conference?
- Now You Have Won The Conference, What is Next?
- The Nitty Gritty, Conference Finance; Getting Started, Sponsorship, Seed Funding, Loans
- Hear from Local Hosts who Have Organized Conferences and Survived



# Vancouver's Ambassador Program, Cont'd

The Vancouver Bureau will provide bid assistance for the Local Chair as follows:

- Funds to assist with the financial aspects of a City Bid such as travel and accommodation.
- Send a Bureau staff member to market the Vancouver conference at the conference previous to the one being held in Vancouver.



# Other Best City Montreal, Quebec CANADA



# Other Best City – Montreal, Quebec CANADA

- An ambassador is named in recognition of his help in obtaining an international congress for Montreal.
- Do a Gala Dinner every year during which 10 to 15 Ambassadors are appointed from different fields.
- During the year they keep the Ambassadors informed of activities thus reactivating their interest in getting involved with another conference.
- Senior Ambassadors help Ambassadors whose events have not yet happened through a mentorship program.



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Thank you!

Franziska Kaltenegger, President  
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