

Edinburgh Convention Bureau   
Inspiring Conferences

# Edinburgh Ambassador Programme



Interested in bringing a  
conference to Edinburgh?

# The Edinburgh Ambassador Programme

Edinburgh Ambassadors are professional people who have a major influence over their associations' choice of conference destination. Their leadership and expertise are essential when making a successful bid for a conference.

Working together, the Edinburgh Ambassador Programme and Edinburgh Convention Bureau Ltd have attracted over 210 major conferences generating more than £100m in revenue to Edinburgh since 1996.

The Programme provides bespoke support and services – all free, impartial and dedicated to helping you successfully bid for your conference.



## Programme benefits

International conferences create ideal opportunities for local industry to gain world recognition. They raise the global profile of Scotland's industries and academic institutions as well as giving a platform to researchers and experts in their field.

Those involved with these conferences recognise the long-term benefits through networking and realise the potential for future collaborations.

The Edinburgh Ambassador Programme gives you access to the industry experts who will guide you through the different stages of hosting a successful conference. It provides opportunities to share your experiences with like minded people, build new contacts and learn what Edinburgh has to offer.



## Why Edinburgh

One of Edinburgh's defining characteristics is its reputation as a centre of professional excellence that has produced many of the world's leading scientists, writers, philosophers and creative geniuses throughout the centuries. Against such a backdrop, Edinburgh today facilitates the meeting of these enquiring minds through the innovative and highly successful Edinburgh Ambassador Programme.



**I became an Ambassador because I love the city and wish to see it do well on the international scene. It's a great location for a conference or a holiday! The Edinburgh Phage Conference went amazingly well, particularly as it was a first time conference. The delegates loved it.**

**Dr John March, BigDNA Ltd**



## How you can help

Edinburgh Ambassadors, through their knowledge and promotion of Edinburgh as a world renowned conference destination, influence over 70% of the association conferences that take place in the city.

Their support and enthusiasm in bringing conferences, influencing others to do so or by introducing new Ambassadors to our Programme is key to the city's conference success.

Attracting conferences is good for you, good for your department and good for the city. As a new Ambassador we hope that you will continue to build on this success, and be a part of it!



## How we can help you

- Full and professional support from start to finish
- Knowledge and education about organising a conference
- Networking opportunities and professional introductions
- Results that will exceed your expectations
- A unique location, superb service and a fantastic experience
- A platform to profile your institution



## Our complimentary services

Every event brings its own challenges. The Edinburgh Ambassador Programme gives access to a team of professionals who can help you meet these challenges.

**Bid Support** – we will assist you with the production of a professionally designed bid document that is particular to your event.

**Venue Search** – we will help you find the perfect venue to meet your requirements.

**Accommodation** – we will source the accommodation, negotiate best rates and provide you with a web link so delegates can book online.

**Social Programme** – we will work with you to create an exciting programme of social events for your delegates and accompanying persons.

**Site Visits** – we will co-ordinate a site visit for your Committee to experience what Edinburgh has to offer.

**Convention Services** – once you have won your bid, we will continue to provide marketing materials for your conference.

**Build Attendance** – we will help boost your delegate attendance.

**Financial Support** – we will help you draft your conference budget and provide guidance on gaining sponsorship.

**Flight Booking Tool** – we will provide a web link for your conference website to enable your delegates to book their flights direct.

### **Conference Support Services:**

- Impartial tendering service for a Professional Conference Organiser
- Destination web links
- Application for city hospitality

## Did you know

- Meetings and conventions bring valuable economic revenue to the city generating over £300m each year
- For the last 5 years Edinburgh has retained its position as the most popular UK city after London for hosting international association meetings (ICCA)
- Edinburgh was ranked first in a 'value for money' survey of ten world class conference destinations commissioned by VisitBritain (2009)

## What our Ambassadors have to say



The Edinburgh Ambassador Programme is a great asset to the City of Edinburgh. Having a network of like minded people willing to share their experiences in the world of conferencing has been a tremendous support.

Prof. Martin Tangney, Edinburgh Napier University



I regularly run meetings for 50–200 people but a meeting of over 1000 was just too big for me to contemplate. ECB took me through the whole process step-by-step. They explained everything from budgeting and registration through to how to 'wow' my delegates at the gala dinner. I went from being terrified to host the conference to being terrified I might NOT host the conference.

Dr Lesley Sloss, International Energy Agency,  
Clean Coal Centre



## Become an Ambassador

If you are interested in being a part of this successful Programme, please contact us to find out more.

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