



Guidelines for Ambassadors

Introduction

The role of Ambassador is an important and vital one. Without your support and assistance, the success of the Meeting cannot be guaranteed. These guidelines have been developed to assist you to understand your role and to provide guidance on how to best promote the Meeting.

Outlined in this document are a series of suggested ways to promote the Meeting. You may choose to undertake all of these activities or select number of them. In addition, there may be other areas available to you for promotion or you may have some ideas of your own. Remember the more unique the promotion, the more effective it will be.

There are benefits to you in involving yourself in promoting the Meeting. You will strengthen the contacts you have and be able to develop new contacts within your professional field.

As Ambassador your aim is to:

- Develop good relations with the affiliated associations & contacts in your country / region / field
- Market the Meeting in your country/region/field
- Obtain a list of relevant Meeting in the country/region/field
- Seek organisations to sponsor and/or exhibit from your country/region/field
- Host the country/region representatives during the Meeting

Ambassador Webpage

The ambassador webpage will provide promotional materials to assist you in your role. You will find the latest eBlast, meeting logo, fax back form and the APMF 2010 flyer. Our resource materials are constantly being updated.

The Little Things Count

The subtle approach can often be very effective in promoting a Meeting within your field. There are many ways to acknowledge the Meeting that do not require a direct approach.

Correspondence

Place the logo in all your correspondence; this can be done as footer with the logo and Meeting dates & website address. For e-mail correspondence include it in your signature, such as:

Kind regards,

Dr Elizabeth Farrell
Ambassador
Asia Pacific Menopause Federation 2010 Scientific Meeting
www.apmf2010.com

Provided it is appropriate, all correspondence should make mention of the Meeting in the body of document, a short paragraph mentioning the Meeting, the dates, venue and website address. If there are new developments in the planning process it would be useful to mention them. This may include confirmed speakers, new sponsors or exhibitors or tours and social program details. This information will be provided to you in regular updates.

Conversation

Every day you are communicating with people verbally. This provides an excellent opportunity to mention the Meeting and the new developments in planning. It may be simply mentioning the Meeting, its progress and importance.

By communicating with your colleagues verbally about the Meeting you are utilizing the age-old promotional form of 'word of mouth', which is often considered the most effective means of communicating.

Newsletters/Email Blasts

The Organising Committee and arinex will undertake to provide you with newsletters or email blasts.

The email blasts will be designed to advertise the progress of the Meeting to your colleagues and is provided for you to send directly to them with a friendly cover note or as you see fit.

Promotional Slides

The ambassador webpage provides a series of PowerPoint slides promoting the Meeting. These slides are designed as 'grabs' of information about the Meeting. Each slide will be dedicated a new aspect of the event, such as introduction slide (including dates, venues etc), program slide, social program slide and tours program slide.

The slides are designed for use at any meeting you are speaking at. They can be incorporated into your presentation by showing the slides at the end of your presentation as you briefly outline the Meeting.

Another way to utilize the slides is to send them as an email attachment to colleagues in your country/region. This provides them with a snap shot of the event. When doing this, please request that they use them at their national Meeting or association meeting to raise awareness of the Meeting in their local country/region.

Meetings

During the period you are an Ambassador for the Meeting you may attend a number of conferences or meetings. These are very productive and effective events to promote the Meeting you are involved with. There may activities you can undertake, if appropriate at these other Meetings.

Outlined below are possible options for promoting the Meetings at events preceding the Meeting. The aim of the strategy is to increase attendance in Sydney by 'selling' the destination. Delegates traditionally loyal to attending the Meeting are more likely to make decision based on the location or destination.

Each event will have a different culture and target for promotion. Therefore below are listed a number of means to promote the Meeting. The items listed below may be used together or as

individual items based on budget and the style or promotion required. In deciding the style of promotion the character of the event and delegates attending should be taken into account.

- Contact **arinex** prior to leaving for the Meeting and request promotional items (APMF 2010 flyers) and/or give-aways to take with you. These items can be given to delegates attending the meeting while you tell them of the APMF 2010 Meeting.
- At some events it may be possible to secure space for a display promoting the meeting. This may either be in the exhibition area or within a foyer area. If located in a foyer area it is essential to ensure it is a high traffic area to ensure delegate contact and visibility.
- A key promotional opportunity would be a presentation made during the official program. Usually this is during the closing ceremony. Should the organisers agree to allow a presentation, it will need to have an impact and create an impression on delegates about the Sydney Meeting.

Meeting Managers Support

Remember the Meeting Managers (arinex) are here to help you! They are able to provide you with new information assist with advice on particular promotional opportunities and generally provide all the support you need in your promotional quest.

In addition, arinex will track your activities to be able to see new areas for promotion and update the Committee on the excellent work of the Ambassadors. So please advise them of events you have attended, mailings undertaken, brochures distributed, assistance provided by other organizations and all general activities. To do this, simply send them an email detailing your activity and they will include this in the overall marketing strategy.