

FIRST-TIME ATTENDEE

Thank you for registering for an EVENT AMBASSADOR in 2025.

Being part of the EVENT AMBASSADOR program can be an incredibly rewarding experience for a first-time attendee. A connection to one of our seasoned attendees not only allows you to plan your time at our events properly but also arms you with additional information. This connection is an integral part of your growth and connection to Destinations International and the industry.

So now what? Here are some expectations that we have outlined to help make the most of your time with your EVENT AMBASSADOR. We also hope to offer some tips and advice on how best to connect with your match. We aim to make matches in various disciplines and will do our best to ensure that your match comes from the same area of the organization as yourself or same size organization.

- ▶ You will receive an introduction to your match well in advance of the event. The introduction will outline the person's name, title, organization name as well as their email information. Reach out, say Hello, acknowledge the email introduction. Let your match know that you appreciate their help.
- ▶ Set up a time to connect in advance of the event. Use zoom, teams, a phone call, just line up a time to connect. We are all busy but need to make time for this new connection.
- ▶ In advance of your call, go into the Destinations International landing page for the CEO Summit event. What education has been added? Are you up to speed on the key networking times? Have you been to this destination in the past? Do you need any travel tips? What are some of the goals and outcomes you are looking for in attending our event?
- ▶ It's connection time. What do you need assistance with? What are some of the goals and outcomes that you hope to get out of the experience? Your EVENT AMBASSADOR will organize a time to meet on-site and might suggestion one or more of the following ideas: a meal/drink in advance of the main program, meet up at the opening reception, head into the general session together. We will leave it up to you but make a plan so both of you know what to do when you arrive in Savannah.
- ▶ Welcome to the CEO Summit. Have some fun, ask for as many introductions as you can. Follow through with some of the expectations that you discussed from your phone call. Remember, community is the strongest power that our industry has, peer to peer connections are invaluable. You never know when one of your introductions can impact a new friend, a business deal, an open door to a new resource.
- ▶ Phew, you are back to the office after a productive week, and you have made a new connection. Drop a note to your EVENT AMBASSADOR AND SAY THANK YOU. Let them know how your overall experience was. Please fill out the evaluation. Let them know if you meet your goals and expectations. Do you have any questions about the Destinations International resources, speaker information, or any connections that you were unable to make during the event. If you found this opportunity invaluable, please send a testimonial to membership@destinationsinternational.org.

Make sure to stay in touch with your ambassador and continue expanding your network within our Destinations International Online Community. We hope you have found value in our ambassador program and may consider becoming a future ambassador yourself!