

# EVENT AMBASSADOR

**Thank you for registering to become an EVENT AMBASSADOR in 2025.**

**Becoming an EVENT AMBASSADOR can be an incredibly rewarding experience for a first-time attendee. Your assistance not only allows a first-timer to plan their time at our events properly and arms you with additional information, but you are now an integral connection to this person's growth and connection to Destinations International and the industry.**

So now what? Here are some expectations that we have of you as an extended member of the Destinations International team. We also hope to offer some tips and advice on how best to connect with your first-timer 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.

- ▶ 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 first time attendee know they are in good hands.
- ▶ 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 back 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 and can offer travel tips? What are some of the goals and outcomes you are looking for in attending our event? What additional opportunities can you extend to your first-time attendee?
- ▶ It's connection time. What does your first-time attendee want help or assistance with? What are some of the goals and outcomes that they hope to get out of the experience? Organize a time to meet on-site, suggest 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 to help 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, offer as many introductions as you can to your first timer. Follow through on some of the expectations that your first-time attendee had from your phone call. Remember, community is the strongest power that our industry has, peer to peer connections are invaluable. You never know when your introduction 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 your first timer a line, how did they find the event? Did they fill out the evaluation? Did they meet their own goals and expectations at the event? Do they have any questions about the Destinations International resources, speaker information, or any connections that they were unable to make during the event? If you found this opportunity invaluable, please send a testimonial to [membership@destinationsinternational.org](mailto:membership@destinationsinternational.org).

**Thank you for all that you do to help build our industry community.**