



2011 Ambassadors Committee Guidelines

Purpose: The purpose of the New Orleans Chamber of Commerce Ambassadors Committee is to enhance the visibility of and promote general membership in the Chamber. Ambassadors serve as the public relations arm of the Chamber by developing a two-way communication between themselves and the membership. This is done by calling on existing members to update them on current activities, policies, and special events as well as asking about the member's business and how the Chamber can better serve them.

Who are Ambassadors? Motivated, enthusiastic, dependable, honest professionals—owners of or employees of member New Orleans businesses. They are outgoing and provide positive support and encouragement to their fellow colleagues. Ambassadors are carefully selected and as a result, the group is comprised of highly respected individuals.

Policies & responsibilities

- An Ambassador must represent the Chamber in a professional, positive, and ethical manner on all member calls and during Chamber events.
- Ambassadors are selected as individuals. Their business must be Chamber members in good standing. Active participation in the Chamber and the community is a must as knowledge of Chamber programs and events are required. Only one individual per company is permitted.
- Attend an Ambassador Orientation annually and receive updated training during regular monthly meetings.
- Regular meeting attendance is required. The Chamber understands this is a volunteer committee and will work with every Ambassador's schedule.
- Ambassadors will volunteer to serve as official greeters at monthly Chamber luncheons and after hours to assist staff. Greeters will make new and first time attendees feel more at ease, introduce them to other members, etc. Occasionally Ambassadors will assist staff with registration duties or serve as official networkers to assure any first time attendees feel welcome, help them "work the room," etc.

- Attendance at annual Chamber events including ribbon cuttings, after hours, orientations, luncheons, etc. per year
- Completed calls or visits to existing, but occasionally new or prospective Chamber members businesses per year.
- Ambassadors are accountable to the Ambassador Chairman. They will not commit the Chamber to any expenditure, issue public statements, act as an official spokesperson on public policy issues, or commit to any new programs without prior discussion among the committee and approval by the board of directors.
- The term of service is 3 years with an option to re-join after a one year leave.

Benefits of Becoming an Ambassador

- Heighten your visibility in the New Orleans business community.
- Invitation to attend exclusive Chamber and affiliated events.
- Face to face networking with Chamber members—the most proven and effective way to market your own products and services.
- Recognition on Chamber website/newsletter and among community business leaders.
- Get valuable business leads and contacts.
- Expand your circle of influence.
- Achieve personal and professional goals and make a difference in the community.

For more information about the New Orleans Chamber of Commerce, please call
(504) 799-4260.