

Ambassadors Presentation 16th January

Slide 1:

Intro

Slide 2: What being an Ambassador Means to Me

Being an Ambassador for Ashfield and Mansfield is to tell people who might not know about the area what they're missing. Facts and figures can be really dry, and we could learn and reel off loads of solid statistical reasons why the area is a great place to live, work and invest, but it would be pretty boring, you can find it out on the internet, and at the end of the day why would people want to listen me give you a load of information that I might not fully understand.

I believe that people don't care that you know something, unless they know that you care about it. And I really care. Ashfield and Mansfield is part of me and who I am, and it is brilliant! As Ambassadors I know that we share that passion and that's why Ambassadors are important, to put a real face, real feeling into promoting the area.

Slide 3: Ambassadors, the wilderness year...

So in theory, that's been great, but in practice I think we're all aware that we've been in the wilderness with Ambassadors since it was launched last year, so why is that?

Basically because, like vinegar and oil, trying to mix business and local authorities is pretty hard. We work in very different ways, and it's been hard to work out how to create something that will benefit everyone. I've been the chair of the Ambassadors steering group and what we hear from the business community is 'what's in it for us'. Damn right. Time is money, why should we give up our time to promote the area, what are we getting back.

Slide 3a: Mighty Mighty Mansfield...

The other key tool is that businesses want to help, but we're not really being told how. What I didn't realise is that I was being an Ambassador anyway without really noticing, all by adding in one important fact about the business when I've been marketing A-Star Media, and that's where we're from. It's not just A-Star Media anymore, its Mansfield based A-Star Media.

I'm asked quite often to go into schools to talk about careers and employability, so when I go into schools to speak to the kids I told them we're based in Mansfield.

For other events, like when we're nominated for awards or do something special we make sure Mansfield gets a mention. We were lucky enough to be selected as one of 100 small businesses to visit Downing Street last month, and when we visited number 10 they let us in despite us telling them we were from Mansfield, and it's included in all of our press releases and awards.

Slide 4: We want you

So now we're coming out of the wilderness and we've got a plan. Ambassadors we need you! Your time has come! Gone are the days of being an Ambassador and not knowing what it means. No more will you receive e-mails and wonder when you even signed up in the first place. Forget about doing things to promote the area and getting little in return. We've mixed the oil and vinegar and now we have delicious business dressing to drizzle over the salad of the world (stay with me) we're Ambassadors and we're on a mission!

What do we want? We want you to get involved, if you meet someone out networking who's looking for office space, get their details and pass them on to the regeneration team who can let them know the positives of the area. Ask people, why not Ashfield, why not

Mansfield, don't just meet in your office or theirs, ask them out to lunch, show off the area, tell people where you're from!

Invest also want to hear what you've been doing, share your good news, share your contacts, share leads, share your questions, and share everything so together we can grow!

Slide 5: We've got your back

Invest have developed a portfolio of resources to help you, because we don't know what different sectors need, and we don't know all of the local success stories, so these are great ways to learn and share what's great about the area.

In addition there's a simple contact form for you, so when you do want to send information to Invest it's nice and simple.

In return Ambassadors will get a dedicated space on the Invest website to provide links for your search engine optimisation and promote your business online. In addition if you share your good news stories Invest will promote you through newsletters, the website and social media. 10 key businesses are also being selected to promote key selling messages, and further businesses are being profiled widely.

Basically, if you promote Ashfield and Mansfield, Invest will promote you, all you need to do is let them know.

Slide 6: What's next?

Events programme with key themes over the next 6 months:

Wednesday 25th February – Summit Centre (SC) – Export and international trade - iAM Entrepreneurial

Wednesday 25th March – I-C – Marketing/social media (to be confirmed but hopefully hosted by Caroline Cox)

Wednesday 29th April – SC – Raising finance iAM Growing

Wednesday 27th May – I-C – Environmental Sustainability iAM Green

Wednesday 24th June – SC – Legislative Change iAm dynamic

Slide 7: Thank you!