

## Ambassador's rewarding role raising the region's profile



GILL PILKINGTON AND  
CONFERENCE AMBASSADOR  
DR NATHAN SANKAR

**Hosting conferences of national and international stature not only provides a significant boost to the local economy, it also provides local businesses and institutions with a unique opportunity to forge powerful new networks, showcase their expertise and put the media spotlight on North East England.**

NewcastleGateshead's business people, medics and academics can play a vital role in attracting these high-profile events to North East England.

NewcastleGateshead is one of the UK's leading conference destinations with a distinctive, creative and cosmopolitan atmosphere. The outstanding architecture, compact city centre, great transport links and impressive credentials in the worlds of science, medicine and culture combine to create the perfect setting for conferences. In considering where to hold their next conference, professional societies and associations are often strongly influenced by the input of a local member, with the final destination decision based on a competitive bid process spearheaded by a local "Conference Ambassador".

NewcastleGateshead Convention Bureau has developed a successful Conference Ambassador Programme which provides

local professionals and academics with free and expert help in developing bespoke, professional quality conference bids as well as a range of other support.

Conference Ambassador, Dr Nathan Sankar, consultant physician in genito urinary medicine at Newcastle General Hospital, successfully bid for a major medical conference with the help of the Bureau. The British Association for Sexual Health and HIV conference will take place at The Sage Gateshead in May 2011, with up to 500 delegates expected.

Dr Sankar said: "I'm delighted to help secure this major conference. To be attracting up to 500 experts from the UK, US, Canada, Australia and Europe, is a real boost for the reputation of the NewcastleGateshead sexual health service and the whole destination too."

Gill Pilkington, conference development manager at NewcastleGateshead Convention Bureau, explains:

"NewcastleGateshead has a wealth of highly-influential professionals from the worlds of business, science, culture and medicine who carry out fantastic work. Our aim is to help them gain widespread recognition for their research.

"In addition to providing the opportunity to show colleagues around the world that their organisation is at the forefront of innovation, hosting a conference here puts us all on the map and adds to the ongoing economic development of the region."

### **Bidding for your conference**

With the support of NewcastleGateshead Convention Bureau, bidding for a conference is easy, continues Gill. "You provide the scientific, technical or industry knowledge, a network of contacts and programme ideas. The Convention Bureau provides high-quality bid documentation, expert knowledge, unbiased advice on venues, social programmes, transport and accommodation, and support and professional guidance throughout the entire process – free."

Follow these simple steps to create an

inspirational and successful conference bid:

#### **Step 1 - Get in touch**

If you're considering holding an event in NewcastleGateshead, let's meet. From meetings for 50 to conferences for 1,700, the Convention Bureau will carefully consider your requirements and objectives to gain an in-depth understanding of your event and tailor support to help make your job easier.

#### **Step 2 - Working in partnership**

Together we'll produce a first-class proposal demonstrating why your association or society should choose NewcastleGateshead for a future conference, create professional bid documentation and organise site visits.

#### **Step 3 - Selecting your venues**

Be it a luxury hotel or university campus facilities, a historic or state-of-the art setting, the Convention Bureau will make sure you find the most suitable venues, accommodation and support services. We'll devise an event proposal for you and suggest venues that best match your event format and budget.

#### **Step 4 - Ongoing support**

The service offered through the Conference Ambassador Programme doesn't stop there. We can manage online accommodation bookings, supply visitor guides and provide you with ongoing support and advice throughout.

If you are thinking of planning an event, make Gill Pilkington at NewcastleGateshead Convention Bureau your first point of contact:



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