



MEET IN NOTTINGHAM

OFFICIAL
CONVENTION
BUREAU



NOTTINGHAM PARTNERS



NOTTINGHAM & NOTTINGHAMSHIRE

A M B A S S A D O R
P R O G R A M M E



NOTTINGHAM & NOTTINGHAMSHIRE AMBASSADOR PROGRAMME

The Nottingham & Nottinghamshire Ambassador Programme is a strategic initiative led by the region's official place marketing organisation. The programme brings together influential local figures, from industry leaders and academics to clinicians, researchers and professionals, to champion our region as a leading destination for national and international conferences, meetings and business events that deliver lasting economic, academic and cultural impact.

But our vision goes further. The Ambassador Programme opens doors to opportunity, helping raise the profile of Nottingham & Nottinghamshire as a place where people want to live, study, work, invest and visit. It empowers our community of Ambassadors to share their passion for the region, turning local pride into global recognition.

Through the Meet in Nottingham conferencing service, Ambassadors are supported with expert guidance, bid development and access to a wealth of resources to help bring high-profile events to the area.

By leveraging their expertise and networks, Ambassadors help shape perceptions, attract investment and spark innovation, showcasing Nottingham & Nottinghamshire as a dynamic, forward-thinking region where collaboration, creativity and ambition thrive.

"Hosting ORBS in Nottingham is a fantastic opportunity to showcase our city's leading role in oncoplastic breast surgery, share pioneering research with global colleagues, and strengthen Nottingham's reputation as a hub for innovation and collaboration."

STEPHEN MCCULLEY MBCHB, FCS (SA), FRCS (PLAST)

CONSULTANT PLASTIC, RECONSTRUCTIVE AND
AESTHETIC SURGEON
CO-FOUNDER OF ONCOPLASTIC AND
RECONSTRUCTIVE BREAST SURGERY (ORBS)





WHAT DOES AN AMBASSADOR DO?

As an Ambassador, you play a pivotal role in championing and advocating for Nottingham and Nottinghamshire, showcasing the region's strengths, ambition, and opportunities within your professional networks. You help influence how the region is perceived, positioning it as an outstanding place to live, study, work, invest, and visit. By joining a network of informed and passionate voices, you amplify the county's story, promoting the region as a hub of innovation, creativity, and pride.

Ambassadors also play an active role in spotting opportunities for growth, from attracting inward investment and supporting research collaborations to influencing conferences and events that align with their sectors. Working closely with Meet in Nottingham, the region's official Convention Bureau, you help shape strong, competitive bids to encourage conferences and events to the region, while using your expertise and credibility to engage decision-makers and raise Nottinghamshire's profile on the national and international stage.

TO FIND OUT MORE ABOUT MARKETING NOTTINGHAM & NOTTINGHAMSHIRE AMBASSADORSHIP, CLICK **HERE**





WHY THIS MATTERS

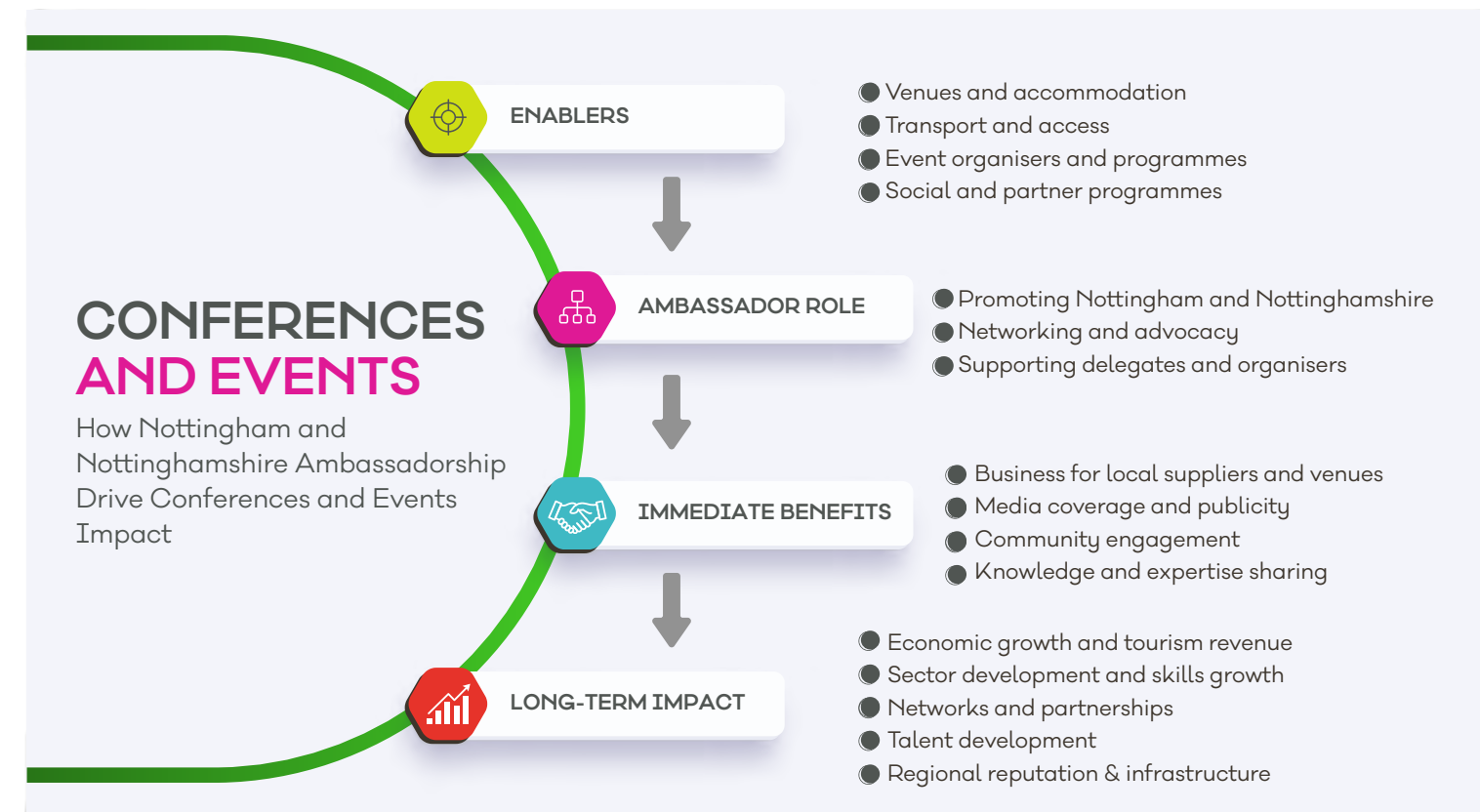
The Ambassador Programme raises Nottinghamshire's profile by uniting a network of voices who champion the region. Through advocacy, ambassadors attract businesses, drive investment, generate jobs, and promote the area as a leading destination for visitors, business tourism, and conferences—boosting income, increasing visitor spend, and supporting long-term prosperity.

Conferences and business events are major drivers of economic growth. In the UK, the sector generates over £19 billion annually, with millions of delegates attending events that spark collaboration, innovation, and investment. Every £1 invested in attracting events delivers around £33 in return. Nottinghamshire's visitor economy alone is worth £2.36 billion, welcoming over 34 million visitors and supporting more than 22,000 jobs. Ambassadors help attract these high-profile events, turning them into catalysts for regional growth.

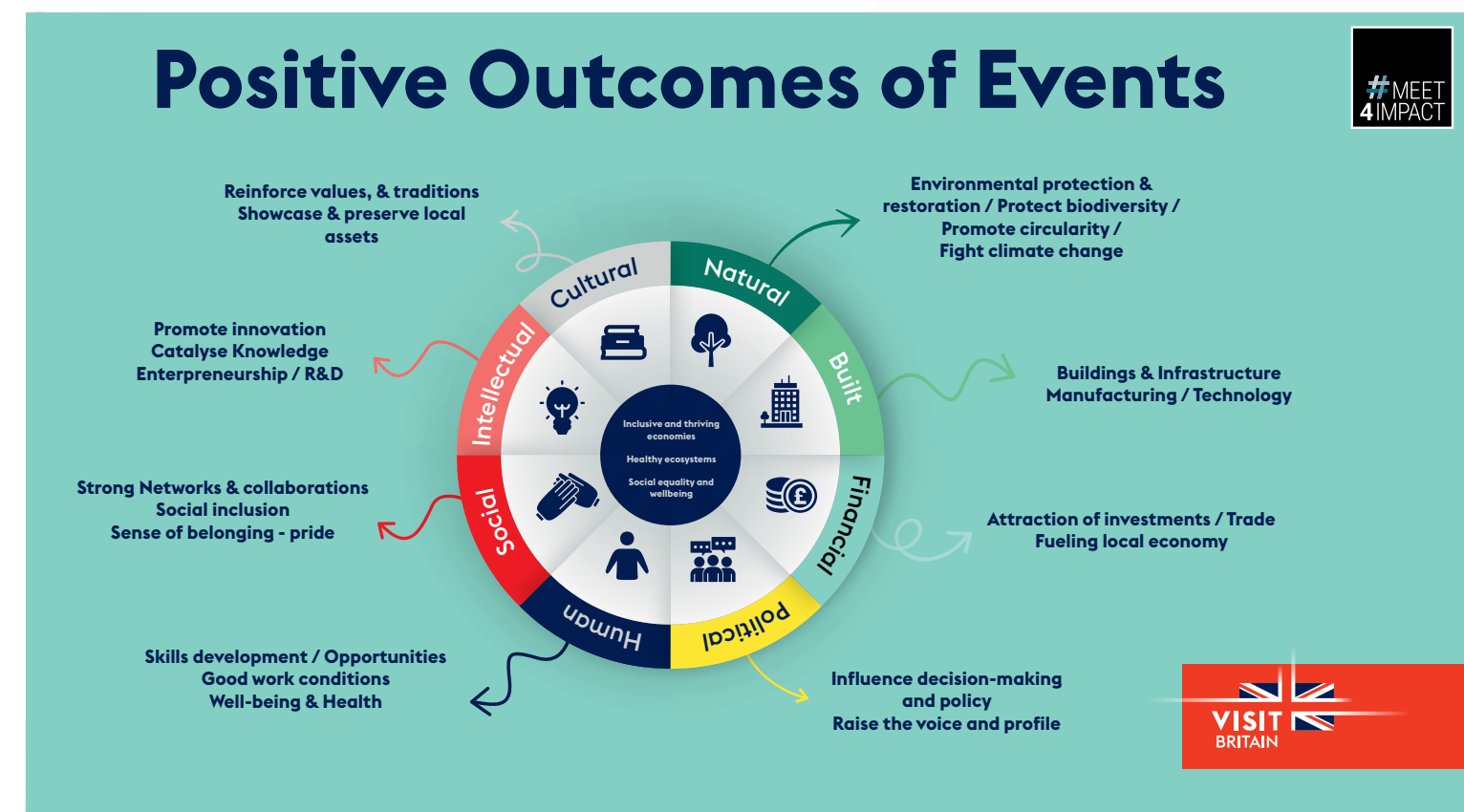
Events showcase the region's strengths in life sciences, MedTech, clean energy, and the creative industries, positioning Nottinghamshire as a hub of research, enterprise, and collaboration. Ambassadors highlight innovation, expertise, and ambition, reinforcing the region as a place driving progress and shaping the future.

They also create lasting legacies of knowledge exchange, collaboration, and community engagement, attracting students, academics, investors, and innovators. By promoting Nottinghamshire as a place of opportunity, ambassadors nurture partnerships, drive collaboration, and support community development, ensuring the region thrives creatively, economically, and socially.

Beyond advocacy, ambassadors leverage their expertise and networks to raise the region's profile, attract investment, create jobs, foster talent, and drive innovation. Together, they help Nottinghamshire flourish as a place where opportunity, creativity, and ambition thrive.



Meet in Nottingham conference, business visits and events impact infographic



The VisitBritain Impactful Framework considers 8 capitals in which to identify, manage and report on the wider economic, societal, intellectual outputs generated when convening business delegates.



WHY BECOME A NOTTINGHAM & NOTTINGHAMSHIRE AMBASSADOR?

- Promote Nottingham & Nottinghamshire locally, nationally, and internationally
- Raise the region's profile across business, tourism, and innovation
- Attract conferences, events, investment, and talent
- Showcase regional strengths and key sectors
- Support economic growth, jobs, and long-term prosperity
- Build networks and partnerships that benefit the region
- Leave a lasting positive impact on the community

"By championing and supporting events across the county, our Ambassadors help to showcase local talent, attract investment, share invaluable knowledge, and raise the profile of Nottinghamshire on a national and international stage, creating lasting benefits for our communities and economy."

PROFESSOR VERONICA PICKERING MBS HAC
HIS MAJESTY'S LORD-LIEUTENANT OF NOTTINGHAMSHIRE





MEET IN NOTTINGHAM

WHAT WILL WE DO FOR YOU?

- Provide marketing resources to promote the region consistently
- Assist with creating compelling bids and proposals for conferences and events
- Support guidance on venues, accommodation, and visitor experiences
- Work with local partners and institutions to strengthen advocacy and connections
- Assist with site visits and event coordination for a seamless experience

"We must think about what it is we do, remembering we are responsible for impact. The way to evidence impact is to host an event, take advantages of the networking possibilities, the scientific fun and the other opportunities it provides".



SARA GOODACRE

PROFESSOR OF EVOLUTIONARY BIOLOGY AND GENETICS & SPIDER SCIENTIST
30TH EUROPEAN CONGRESS OF ARACHNOLOGY





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