

Code of Conduct for Ambassadors

Preamble

As an Ambassador for Convention Bureau Brainport Eindhoven you are a trusted representative of our mission to attract, promote, and host high-impact academic and business conferences. This Code of Conduct outlines the ethical, professional, and practical standards expected of all Ambassadors. By accepting this role, you agree to uphold these principles to maintain the integrity, reputation, and effectiveness of our collective efforts.

Note: This is a non-binding guideline, no contract is required. It serves as a framework for collaboration, trust, and mutual respect.

1. Core Principles

- Act with honesty, fairness, and accountability in all interactions.
- Disclose any potential conflicts of interest (e.g., financial, personal, or professional ties to competing destinations or organizations).

2. Responsibilities and Expectations

- Strive to attract high-quality conferences that align with the strategic goals of Brainport Eindhoven.
- Promotion: Promote Brainport Eindhoven as a premier destination for academic/business events, specifically in your field.
- Networking: Leverage your professional and personal networks to identify and pursue opportunities.
- Knowledge sharing: Engage in at least one Ambassador activity per year.
- If possible, acknowledge the bureau's support in public communications (e.g., presentations, social media) where appropriate.

3. Support from the Convention Bureau

- Pro-active support by CBBE team members.
- Providing networking opportunities (in person / online).
- Bureau-provided tools:
 - Marketing materials (audio/video, pictures, booklets, brochures etc.).
 - Tools (available via website), logistical support (e.g., venue visits, bid templates).
 - Facilitating access to key stakeholders (e.g., local government, industry leaders).
 - Recognizing and celebrating successes (e.g., public acknowledgment, case studies, testimonials).

4. Termination of Role (Non-Legal)

- Automatic End of Role (in case of)
 - Retirement (unless the Ambassador remains active in his/her field) or permanent career change (outside the sector).
 - Job change outside the Brainport Eindhoven region.
 - In the event of an ambassador's passing.

- Voluntary Resignation.
- CBBE's Right to End Collaboration.
 - The ambassador fails to meet responsibilities and expectations.