

# Fredericton Business **AMBASSADOR** - Making Connections -

Do you want to see your community grow and prosper -- now and for future generations? If so, BE an 'Ambassador' for Fredericton, and help promote the city during your meetings and travels.

There are no limits in terms of who can be an "Ambassador" -- some examples are:

- Business people, professionals & university faculty who receive clients/visitors from out-of-town or travel beyond Fredericton to meet with clients and attend conferences/events.
- Professional recruiters requiring relocation tools to attract new staff.
- Immigrants – who are in a great position to encourage their family and friends from afar to relocate here.
- University Students & Alumni – who can fuel our workforce, and spread the word about Fredericton to their networks beyond the city.

## **The Program**

Fredericton is such a great place to live and work, and with your assistance, you may be able to help attract new businesses, residents, conferences, events and opportunities to the City, which translates to economic growth!

**The Tools** - Whether you are meeting with clients here or on the road, we have the tools!

- ❖ Business Card CD
- ❖ Ambassador Webpage
- ❖ Community Profile
- ❖ Relocation Kit

**Please order tools in advance by calling 460-2942**

We encourage you to give out our compact Business Card CD to stimulate interest in Fredericton, and we would be pleased to provide you with quantities as required. The CD contains a promotional video, depicting **Fredericton's cost competitive business environment, balanced lifestyle and world-class reputation as a smart, sustainable city** plus it also contains a virtual Relocation Kit and the Community Profile. You can use the Profile to customize/tailor your own package, or if you do not have CDs or materials at hand, you can access the information through the website.

**Channeling Leads** - If you come across a business lead during your meetings and travels, you can email us the information through the *Ambassador* section of our website, and we will follow-up.

**Fredericton Business Ambassador Awards** - Keep us posted on your activities, and become eligible for various prizes and recognition as Fredericton's 'Business Ambassador of the Year'. Consideration for the awards and prizes is based on investment attraction, lead generation and distribution of marketing tools.

It's all about *Making Connections*. Find out how you can join the Ambassador Team today by contacting:  
Laurie Guthrie, Economic Development Officer, City of Fredericton  
Phone: 460-2942, Email: [laurie.guthrie@fredericton.ca](mailto:laurie.guthrie@fredericton.ca)

**Ambassador training now available online at: [www.fredericton.ca](http://www.fredericton.ca)  
see "Economic Development" then "Ambassadors"**

**Fredericton**