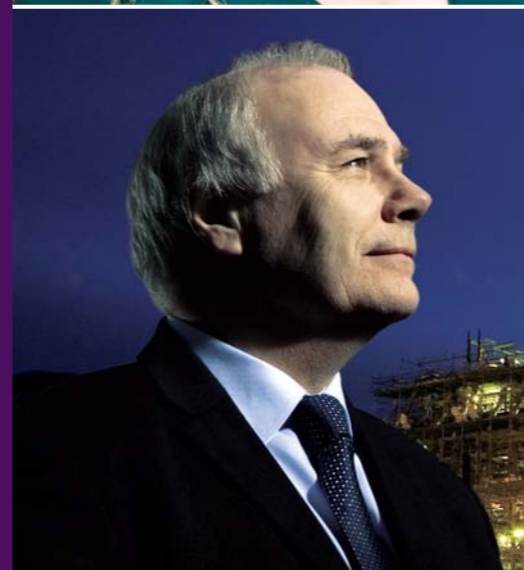
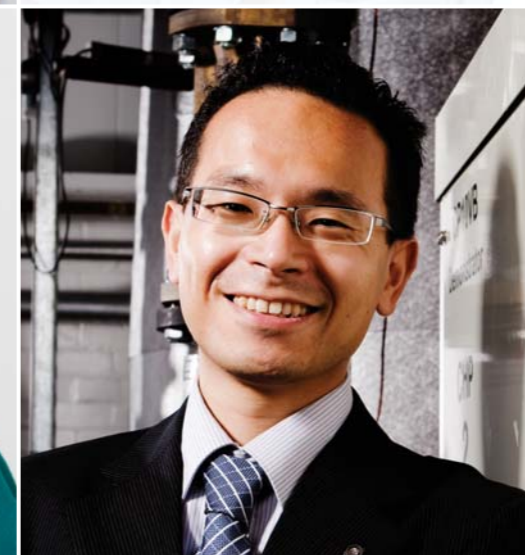
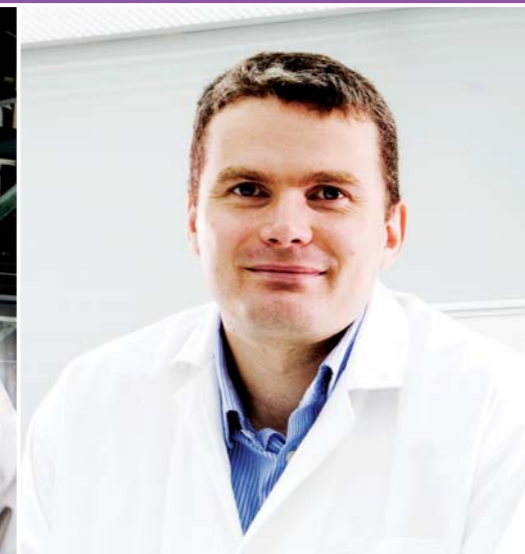


north east england
Ambassadors
Connected for business

*Passionate people.
Passionate places.*



north east
england

One NorthEast

Stella House, Goldcrest Way, Newburn Riverside
Newcastle upon Tyne NE15 8NY

Tel (+44) 191 229 6200 Fax (+44) 191 229 6234

www.northeastengland.co.uk



For more information and to become a North East England ambassador visit:
www.northeastengland.co.uk/ambassadors

Contact Tori Clayton, Ambassador Programme Manager on 0191 229 6861
or email tori.clayton@onenortheast.co.uk

Passionate people. Passionate places.

north east
england



“The passionate people, passionate places campaign is everyone’s campaign. It’s about putting the region firmly on the international map.”

Lucy Bird,
The Sage Gateshead



“You can feel the passion of the people in the North East business community; it’s tangible, it’s palpable.”

Nigel Perry,
The Centre for Process Innovation

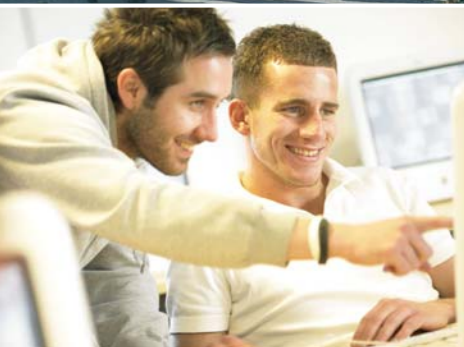


About the Ambassador Programme

Welcome to the North East England Ambassador Programme, a network of passionate people united to spread the word about the region as a vibrant and forward thinking hub for business investment, growth and career advancement.

You already know that North East England is a superb place to live and work. By telling others about your experiences you can help put North East England on the map as a dynamic, influential centre for innovation and business success.

Working together to promote the region means that we can all contribute to the future growth and success of North East England.



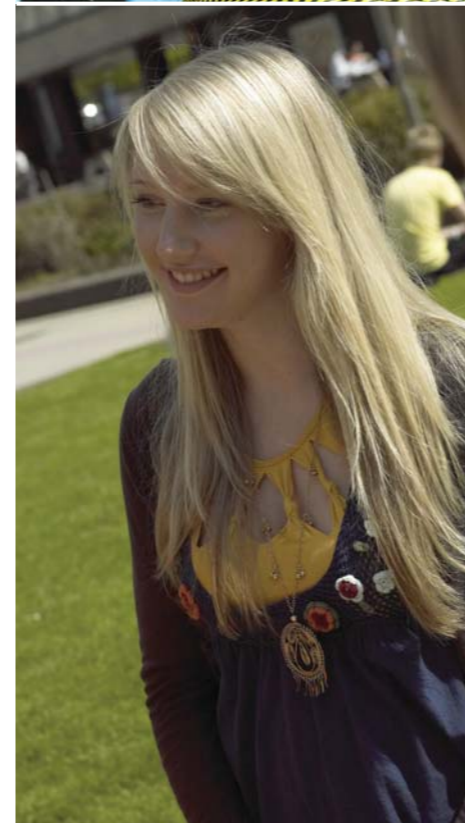
Become an ambassador for North East England

Passionate people are the region’s greatest asset and have already been crucial to the success of the Regional Image Campaign.

Becoming an ambassador for North East England is an opportunity for you to spread the word about the region as a great place to invest, grow business and make a real difference to the future success of the region.

Being part of the programme is about coming together to strengthen our image and helping to develop global business relationships. North East England ambassadors demonstrate our collective pride and passion for the region, reinforcing our credible business offering whenever they can as part of their day-to-day work.

Register online at www.northeastengland.co.uk/ambassadors



The Ambassador Toolkit

The toolkit is full of useful information to help you promote North East England. It will be updated regularly and will grow into a vital source of up-to-date regional business information. The free online toolkit has been designed to supply you with everything you need to become part of the campaign.

The toolkit has many ways to help you:

Recruitment information

Helping you to attract the skills you need from talented individuals, download brochures and useful copy about each part of the region for job adverts as well as helpful links to support services.

Regional business information

Everything you need to enable you to talk up the region, including downloadable maps, facts and figures specific to the region and our business sectors.

Media and image library

Access to promotional DVDs including the North East England ambassadors DVD and our bank of North East England images for you to use freely in presentations or in your own promotional material.

Ambassador profiles

View examples of other regional ambassadors and see why they are passionate about North East England as well as keeping your own profile up to date.

Presentation tools

Presentation materials to download when presenting to your clients and partners, including: PowerPoint slides and branded templates plus sample text for speeches.

Welcoming business people to the region is a great way to showcase North East England, but where can you take guests to really demonstrate the finest we have to offer? Download sample visit itineraries and contact details, making it easy to arrange site visits or cultural showcases of our fantastic region.

Passionate about logos

The ‘Passionate about’ logos can be tailored to tell the world exactly what your business is passionate about and are free to use. The toolkit contains a number of business straplines that you can take directly from the website as well as contact details to create a bespoke version to suit your needs.

We hope you find the toolkit useful and if you would like to talk further about how you can get involved in the Ambassador Programme please contact Tori Clayton on 0191 229 6861 or email tori.clayton@onenortheast.co.uk