



CONFERENCE
AMBASSADOR
PROGRAMME



Bring your International Conference to Ireland

And Become a Conference Ambassador





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Introduction

Almost 15% of all visitors that come to Ireland, come for business reasons; whether they're here as a delegate to attend an international conference, on the trip of a lifetime as a reward for excellent performance in their organisation, or to become inspired at their company's annual kick-off meeting – this is a very lucrative sector for tourism and is vitally important to Ireland. This is why Fáilte Ireland have a dedicated business tourism and events team in place whose primary role is to attract international Business Events to Ireland. They do this by working with individuals who can help Ireland bid for those events, known as Conference Ambassadors. People like you!

For some time now conference owners and organisers have been seeking destinations with a large cluster of aligned industry leaders. Ireland is not only home to lush green landscapes, ancient castles and wealth of heritage and culture, but also home to the best and brightest of minds – a centre for innovation, inspiration, and a can-do attitude.

Ireland has it all; accessibility, destination appeal, infrastructure, and key Sectoral Strengths. It is the perfect destination to host your international conference.

15%
of all visitors that come
to Ireland, come for
business reasons





Reasons to Choose Ireland...

Ireland is a hugely popular destination for hosting conferences and there are so many reasons why your international peers would want to come to Ireland to attend a conference.

- ✓ Ireland has earned a reputation as 'easy to do business with' and 'easy to do business in'.
- ✓ As a small island, we operate as a community of professionals, where our sense of collaboration is unique.
- ✓ We have great connectivity to the rest of the world so getting here is easy too.
- ✓ Ireland's core industry strengths include Agriculture, Aviation, Biopharmaceuticals, Engineering, Finance, ICT & Software and Medical Technology.

[Click here to learn more](#)



Why bring your International Conference to Ireland?

Does your association have an exciting story to tell? Do you want to build the capacity of your members and researchers working in the field in Ireland? See more reasons on the benefits of bringing your international conference to Ireland.

- ✓ **Build your own personal brand**, both internally within your organisation and externally amongst your peers.
- ✓ **Showcase your cutting-edge research** and innovation, while building new partnerships, gaining recognition for your university or organisation, and significantly boosting your profile.
- ✓ **Expand your network**, by hosting an international conference, it allows you to bring key opinion and legacy leaders from your area of expertise to Ireland.
- ✓ **Gain access to knowledge**, by bringing your international conference to Ireland, your research efforts will directly impact the international rankings of your university.
- ✓ **Stimulate investment** and secure funding in line with your organisation's strategic aims. By bringing the very best in industry together through sponsorship opportunities and thus leveraging investment opportunities.
- ✓ **Create a legacy**. Generate a positive impact around your international conference, leave a legacy that will be spoken about for years to come.
- ✓ **Contribute to the national economy** and make Ireland a better place to live, work and visit. Wear your green jersey with pride! Each conference delegate is worth €1,600. This industry brings €715m to the economy and supports 20,000 jobs, one where you are directly contributing to.

You can achieve all of this by hosting your international congress in Ireland, with Fáilte Ireland on hand to help you every step of the way.



Let's put Ireland
centre stage and
showcase *your*
research and the
talent in *your*
organisation



The Conference Ambassador Programme

Fáilte Ireland developed the Conference Ambassador Programme in 2009 to support individuals who are interested in hosting an international conference in Ireland. Since its inception, Fáilte Ireland have supported over 3,000 Ambassadors to host thousands of conferences here in Ireland.

Once you join the Conference Ambassador Programme you will be able to access a wide range of both practical and financial supports. The team at Fáilte Ireland will provide you with impartial advice and assistance, connect you with local experts and provide you with financial support from the initial bid to the marketing and promotion of your event once it has been confirmed for Ireland.

Our job at Fáilte Ireland is to make your job easier when it comes to organising an international conference. We recognise that this is not necessarily your day job and we have an array of supports available to assist you with hosting an unforgettable international conference, showcasing you and your area of expertise on the global stage.

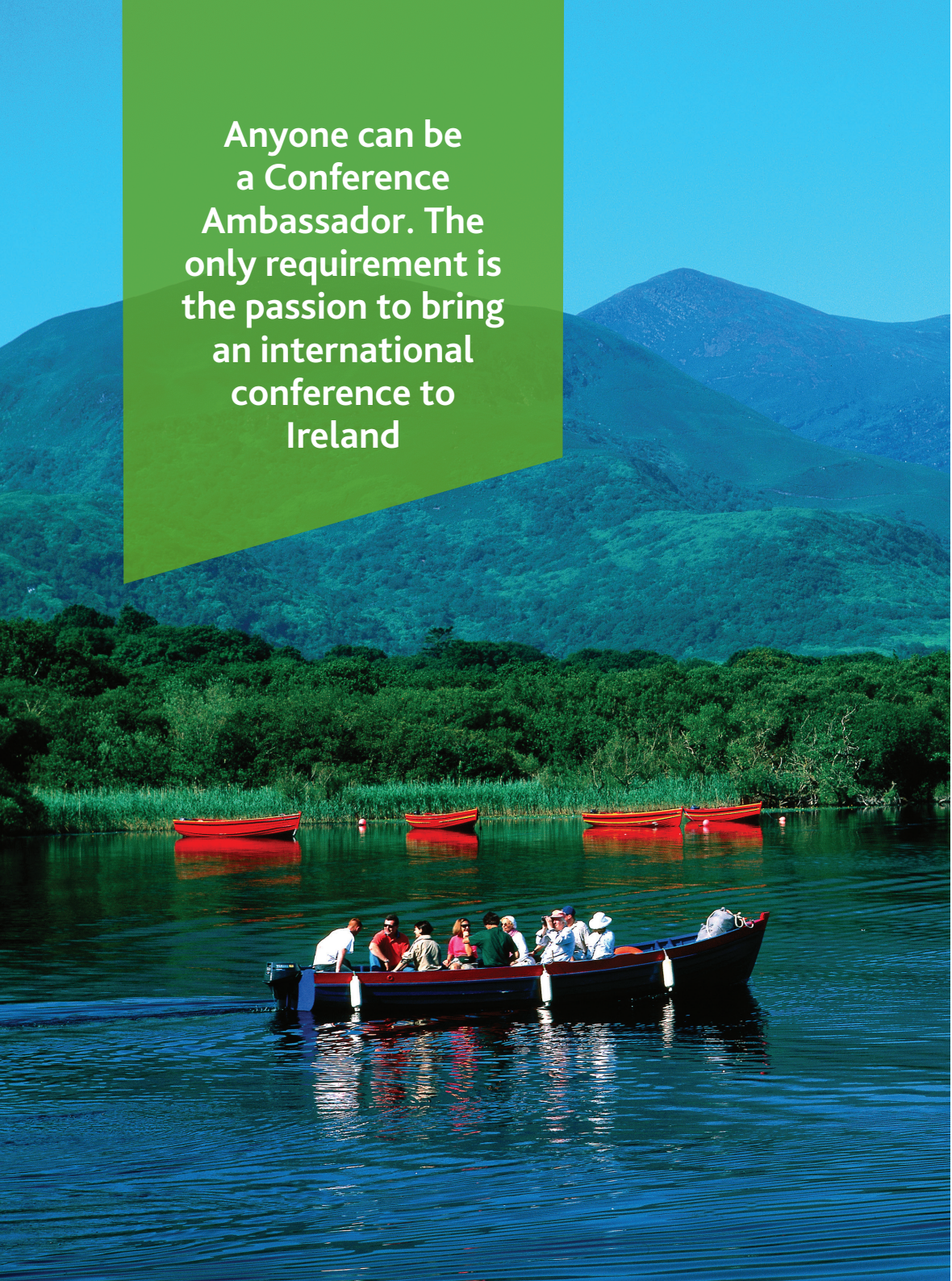
Contact the Associations team at Fáilte Ireland to learn more about Fáilte Ireland's Conference Ambassador Programme

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✉ businessevents@failteireland.ie

🌐 meetinireland.com/conferences/ambassador-programme

We'll give you
impartial advice,
financial assistance
and connect
you with local
experts



Anyone can be
a Conference
Ambassador. The
only requirement is
the passion to bring
an international
conference to
Ireland

What is a Fáilte Ireland Conference Ambassador?

Conference Ambassadors are the brightest of minds who also have the power of persuasion. They are professionals from sectors as wide and varied as academia, agriculture, business, engineering, medicine, science, sport, or technology. They are often leaders in their field and as representatives of international organisations in Ireland, they are well-placed to influence or host an international conference in Ireland.

Fáilte Ireland have a dedicated team in place, responsible for bringing international conferences into Ireland. Conference Ambassadors are in a position of influence in their International Association, organisation, institution and so much more. The team are here to help you to bring your international conference to Ireland – and you will have help and support throughout the entire journey. We call people like you 'Conference Ambassadors'.

If you are interested in hearing more, get in touch with the team at Fáilte Ireland. Our dedicated team are here to offer you help and guidance throughout the bidding journey right up to the first day the door opens at your conference. We can help you on every step of your journey through Fáilte Ireland's Conference Ambassador Programme.

**Contact the Associations team at Fáilte Ireland
to learn more about Fáilte Ireland's Conference
Ambassador Programme**

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75%
of all international
conferences that
come to Ireland,
come with the help
of a Conference
Ambassador



Why should your international association choose Ireland to host their Conference?

Associations are no longer simply looking at destination appeal, infrastructure and accessibility when selecting a new location for their conference.

More and more often they are focusing on 'meeting with a purpose' in a location that matches the overall strategic direction of the association or organisation. They are looking for knowledge, relationships, networks, investment, and innovation. Above all, they are looking for ways to access these assets in a way that is comprehensive and consumable. Fáilte Ireland can work in partnership with you to **foster key contacts, enhance conference programs and bring people together in a more purposeful and collaborative way.**

Ireland has the brightest talent

Located on the edge of Europe, we are the only English-speaking country in the eurozone, providing an ideal hub for international associations to meet. We have the brightest talent, award winning researchers, numerous regional corporations and 1,200+ multinationals all coming together to produce an international, multilingual melting pot of skills in addition to a can-do attitude, all while demonstrating the One Hundred Thousand Welcomes that we are all so famous for.



**BEST COUNTRY IN
WESTERN EUROPE**
to invest in

Source: IDA Ireland



1ST for flexibility and
adaptability of people



1ST IN THE WORLD
for investment incentives



1ST IN THE WORLD
for inward investment by
quality and value



IN THE TOP 15
most innovative
countries in the world

Support to shape your Conference Content

With seven universities, 45 Centres of Excellence, numerous research institutes and centres of excellence alongside sixteen university hospitals puts us in a very strong position to shape the content of your most successful conference yet. We can help to get access to key opinion leaders, world class speakers, sponsorship opportunities and to boost delegate numbers attending your conference.

There is no better location in the world than Ireland to meet, collaborate and learn

Ireland at a Glance



Airports
5 international airports



Convention Centres
2 purpose-built convention centres



The RDS
Ireland's Largest Multi-Purpose Events Space



FDI
1,200+ leading multinational companies employing 200,000+



Education
21 Institutions
10,000 campus accommodation beds



Centres of Excellence



Venues & Hotels
230+ venues and hotels with capacity to host Business events



GDSI
Global Destination Sustainability (GDS) Index Member



60,000 Hotel Bedrooms

Sectoral Strengths

Agriculture • Biopharma • Engineering • Finance • ICT&Software • Medical

Did you know?



Over 30,000 castles



Home to two UNESCO World Heritage Sites



Top 15 most innovative countries in the world



Home to the longest driving coastal route in the world, the Wild Atlantic Way



One of the best places in the world to do business



“ Bringing our
conference to Ireland
has put Teagasc
on the research
map in relation to
precision technologies
for agriculture ”

Dr. Bernadette O'Brien,
Research Officer, Teagasc
European Conference on Precision Livestock
Farming 2019

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Hosting your conference is easy, with the help of Fáilte Ireland

Every association is different, and every conference will have individual requirements — from the rules and bidding process to the decision-making criteria.

Fáilte Ireland has a full suite of supports that can be tailored to suit your needs, regardless of the process and for every stage of the journey. We will ensure you are not out of pocket. We will help you with your bid preparation and submission, we will introduce you to our local experts and host your international association on a site inspection. We also have support in place for Virtual Conferences, National Events as well as a City Charter. To help your association choose Ireland, we have tripled our destination subvention to €30 per international delegate.

Talk to us about how we can support you at each stage

+353 (01) 574 1990

[businesssevents@failteireland.ie](mailto:businessevents@failteireland.ie)

meetinireland.com/conferences/ambassador-programme

1

BID PREPARATION

Consider the objectives of the association and define what needs to be included in the bid.

2

BID SUBMISSION

Present your bid to key decision makers balancing content, strategy, finance and destination appeal.

3

SITE INSPECTION

Invite key decision makers to view venue options to help confirm the conference.

4

MARKETING

Consider how to target potential delegates to increase delegate numbers.

5

OPERATIONS

Ensure the smooth running of your conference by putting a professional team in place.



“ The most positive aspect of this entire conference was the sense of community built among the delegates from all over the world, which reflected the warmth of welcome they received in County Kerry ”

Mr. Tomás Aylward,
Lecturer IT Tralee
European Outdoor Educators
Conference

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Practical and Financial Support for International Conferences

Our support starts long before your actual event, and our team will help you get your plans off the ground. Our full range of complimentary practical and financial supports will equip you with everything you need to host a successful conference in Ireland.

Our team are on hand to understand the requirements needed for your bid and ensure that we tailor our offering to suit the needs of your International Association. We will help you to identify suitable venues for your conference, welcome reception, and gala dinner. We are on hand to help you prepare a world class proposal or a bid to win the congress for Ireland. You will have access to compelling imagery, videography, and information readily available to help you to showcase Ireland as a world class conference destination on the global stage.

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All the support you need is at your fingertips from practical advice to financial assistance. Come to us early in the process



Please visit
our website:
**Financial Supports |
Meet in Ireland** to
find out more about
our supports



We support the cost
of creating winning
international bid
documents



We offer
funding for site
inspections

Financial Supports

The Meet in Ireland Team provide a range of different Financial Supports. These consist of the following:

Bid support

We provide bid support to help with the bidding process to enable you to create winning international bid documents and presentations. You will gain complimentary access to image libraries, videos and templates that can be tailored to your specific needs. Support for the cost of travel, accommodation, and meals to present the bid at the preceding conference is even considered.

Site inspections

Site inspections are the key to a successful bid; in partnership with Ireland's Regional Convention Bureaux, the Meet in Ireland team can support costs associated with travel and accommodation for up to three key decision-makers visiting Ireland for a future conference.

Programme enhancement

We also provide programme enhancement funding for events in 2023 and beyond which may be used towards activities to help maximise the number of international delegates attending your business tourism event. Examples of activities that are covered include welcome reception, gala dinner, social programme and in addition print costs, website costs and other activities related to organising the programme.

Please visit our website:
Financial Supports | Meet in Ireland, to review the
eligibility requirements for these supports.

“ The financial support we received from Fáilte Ireland enabled us to create a promotional video which really helped drive attendance ”

Gavin Deane, General Manager,
Royal Cork Yacht Club
International Council of Yacht Clubs
World Forum 2019

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Practical Supports

Our experience, professionalism and practical supports will take the headache out of the planning process, as we guide you through the bidding stage of your conference and right up to its delivery.

- ✓ Introduction to our network of local experts
- ✓ Convention Bureaux services
- ✓ Complimentary venue finding
- ✓ Securing hotel room blocks
- ✓ Bid preparation
- ✓ Local advice on the destination
- ✓ Connecting you to local suppliers
- ✓ Facilitate introductions to Professional Conference Organisers (PCOs)

No matter where you decide to hold your event, our local teams are on hand to help.

Work with one of our Convention Bureaux in Dublin, Cork, Kerry, Shannon Region, and Galway and be introduced to leading local suppliers, who will support you in delivering an exceptional meeting.

Let us introduce
you to our network
of local experts!



Venue & Accommodation Finding Supports: Introduction to approved Professional Conference Organisers

Talk to any conference organiser and they will tell you how tough it can be to run something as complex and multifaceted as a large international event. Identifying and selecting a Professional Conference Organiser (PCO) to guide you through the logistics and operations and work alongside you every step of the way is incredibly helpful and worth every cent, particularly for conferences of over 250 delegates. A Professional Conference Organiser can take control of financial management, help with delegate registrations and market the event to its full potential. They will have worked on similar events in the past and have the inside track on venues, logistics and suppliers, ensuring you're getting the best possible deals across all your activities.

Fáilte Ireland can facilitate introductions to approved Professional Conference Organisers. We work in tandem with the Association of Irish Professional Conference Organisers (AIPCO), the premier professional association for conference organisers in Ireland. When you choose an AIPCO accredited PCO, you know that you can rely on the professional experts to deliver your live, virtual or hybrid conference to the highest international standards.

Planner Toolkits

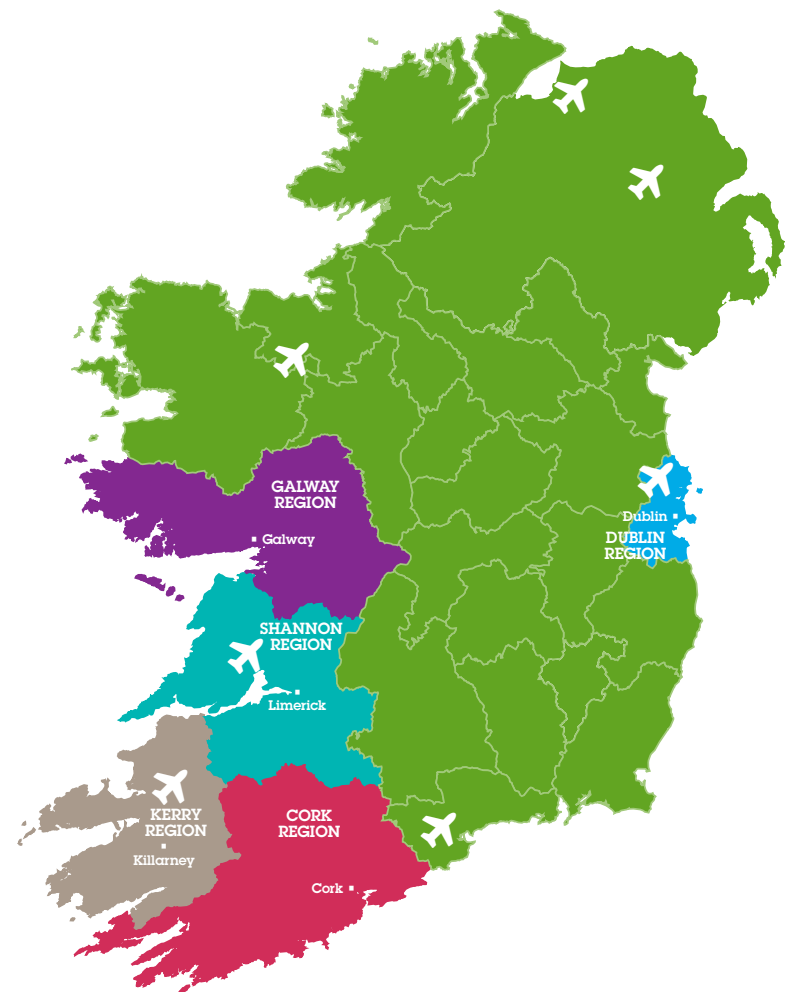
Leverage our extensive selection of imagery, video and presentation templates to help you present Ireland as a destination of choice to the decision-making committee.

Talk to us about how we can support you

- ☎ +353 (01) 574 1990
- ✉ businessevents@failteireland.ie
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Our approved PCOs
will guide you every
step of the way
from logistics to
operations



Convention Bureaux of Ireland

Talk to us about our Convention Bureaux

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Conference success stories



Sectoral Strength
Spotlight
AGRICULTURE



EUROPEAN CONFERENCE ON PRECISION LIVESTOCK FARMING

The European Conference on Precision Livestock Farming was hosted in University College Cork in 2019 and was attended by 250 delegates.

The conference brought together world specialists in precision livestock farming, and provided an opportunity for researchers, industry personnel and stakeholders to build connections and get insight into the most recent research and developments in this area.

Why was Ireland successful in winning the bid?

Preparation started 18 months in advance of the event and there

was an official bidding process. Ireland won the bid due to scientific links, good air and transport options, and the funding and support available from Fáilte Ireland.

What support was received?

Funding for travel to the preceding conference in Nantes was offered by Fáilte Ireland. This allowed us to bid for the conference and we also secured funding for two members to visit Cork for site inspections. This assistance was invaluable in helping us win the bid.

What is Ireland's legacy from hosting this international conference?

Teagasc is now on the research map in relation to precision technologies for agriculture and the conference has helped bring prominence to our research centre.

Conference Spotlight



16TH EUROPEAN CONFERENCE OF BUSINESS AND PROFESSIONAL WOMEN'S EUROPE

The 16th European Conference of Business and Professional Women's Europe was held in 2019 in the National University of Ireland, Galway and was attended by 400 delegates.

At the conference, the business of the European Region is discussed in parallel with workshops addressing matters of interest to members and in line with the mission – equal participation for women and men in power and decision-making roles.

Why was Ireland successful in winning the bid?

Ireland has a high-quality offering with excellent location and surroundings in Galway. The event was pitched in a very professional manner and lobbying was carried out to secure the win.

What support was received?

Fáilte Ireland offered excellent advice and financial support to allow the Ambassador to attend the European meetings to continually promote Ireland to the various presidents and to encourage members to travel to the country. Funds were also used to pay for conference marketing and a professional pitch.

Was the Conference a success?

This was the biggest single event ever organised by BPW and there were many learnings. The feedback received in terms of the city of Galway, the venue and conference content was excellent.



Talk to us

Talk to us about becoming a Conference Ambassador. We are on hand to offer professional advice and support, and to introduce you to our expert partners who will ensure your conference is a success.

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Conference Ambassador Award Ceremony

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Fáilte
Ireland

MEET IN
IRELAND

Dublin

Stephen Meehan
CEO,
The Convention Centre, Dublin

Yvonne Muldoon
Director of Global OTA's
& Regional Sales
(Europe & North America),
Aer Lingus

Fergal O'Connell
General Manager,
Fitzwilliam Hotel

Nicola
Conference P
& Event P

