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**GLASGOW CONFERENCE AMBASSADOR PROGRAMME CELEBRATES
20TH ANNIVERSARY**

The Lord Provost of Glasgow, Bob Winter, hosted a reception at Glasgow City Chambers last Thursday (June 17) to thank members of the Glasgow Conference Ambassador Programme for their contribution to the city.

Glasgow City Marketing Bureau's (GCMB) ground-breaking Conference Ambassador Programme, which has generated hundreds of millions of pounds worth of meetings business to the city, celebrates its 20th anniversary this year.

Set up in 1990 to offer free and impartial support and advice to encourage academics, medics, scientists and business people to bid for conferences, it was the first of its kind in the UK and it has since been widely imitated by other cities.

The Ambassador Programme has been an extraordinarily cost-effective way of driving business to Glasgow, generating a return on investment (ROI) of 335% in the past four and half years.

Between April 2005 – when GCMB was formed - and March 2010, GCMB spent £504,358 on subvention for Ambassador-led conferences, which generated Ambassador hosted conferences worth £169 million – an ROI of 335%.

Conferences are a vital part of the Glasgow economy and the Ambassador Programme has played a key role in assisting leading figures to bring conferences to the city. In 2009-10 alone, the economic value of confirmed conferences to the city through the Conference Ambassador Programme was £30.1 million.

The Ambassador Programme, which is run by the Convention Bureau within GCMB, was set up in recognition of the important role played by discretionary tourism from conferences generated by universities, hospital, colleges and businesses.

GCMB works closely with universities and other organisations to encourage staff to become Ambassadors and to bid for conferences. Through the Ambassador Programme, the Convention Bureau offers a range of free services, including: marketing material about Glasgow, economic subvention, help with preparing conference bids, lobbying associations, assistance with finding venues, hotels and professional conference organisers, site visits, lobbying of associations, a hotel accommodation booking service, and – for most meetings - free civic receptions.

There are currently 2202 members of the Ambassador Programme.

The Lord Provost said: “The world class reputation of Glasgow’s universities is built on the exceptional pool of academics and scientists working within the city. The Glasgow Conference Ambassador Programme has given these wonderfully talented individuals the tools and support they need to bring some of the most distinguished conferences in the world to Glasgow.”

In recognition of the support given by principals, heads of department and health leaders, the Lord Provost presented quaiches (ceremonial Scottish drinking cups) to the following:

- **Professor Jim Norman**, Group Leader of the Beatson Institute for Cancer Research on behalf of the Institute’s Director, **Professor Karen Vousden**.
- **Gary Jenkins**, General Manager of the Beatson West of Scotland Cancer Centre, representing the Centre’s Clinical Director, **Dr David Dunlop**.
- **Professor Steve Beaumont**, Vice-Principal Research and Enterprise at the University of Glasgow, representing the University’s Principal, **Professor Anton Muscatelli**.
- **Professor Pamela Gillies**, Principal and Vice-Chancellor of Glasgow Caledonian University.

- **Scott Parsons**, Head of Marketing and Communications at the Glasgow School of Art, representing the School's Director, **Professor Seona Reid**.
- **Professor John Wallace**, Principal of The Royal Scottish Academy of Music and Drama.
- **Professor Kenneth Miller**, Vice-Principal of the University of Strathclyde, representing the University's Principal and Vice-Chancellor, **Professor Jim McDonald**.
- **Robert Calderwood**, Chief Executive of the NHS Greater Glasgow and Clyde.

Over the years, Glasgow Ambassadors have attracted a wide range of diverse conferences to the city, including [the](#):

- 600-delegate Association for Public Service Excellence (2000).
- 500 delegate International Conference on Engineering Design (2001).
- General Assembly and Show of the World Association of Flower Arrangers (2002) which attracted 35,000 visitors.
- 43rd International Mathematical Olympiad (2002).
- 700 delegate British Association of Prosthetics and Orthotists (2003).
- 5000 delegate European Renal Association Conference (2006).
- 2500 delegate International Congress of Parasitology (2006).
- 2,100 delegate International Astronautical Congress (2008).
- 500 delegate 10th World Congress of Veterinary Anaesthesia (2009).

Scott Taylor, Chief Executive of [Glasgow City Marketing Bureau](#), added: "Public sector spending is under severe strain at the moment and tax-payers, quite rightly, are looking for the maximum results for every penny spent. With a return on investment of 335%, the Ambassador Programme has delivered big results year after year that put money into the pockets of Glasgow businesses."

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A folder of key images plus captions of Glasgow School of Art guests at the Glasgow Conference Ambassador Programme Reception can be accessed at the following FTP site:

<ftp://ftp.seeglasgow.com>

Username: gcmb

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