



Ambassador Program

TERMS OF REFERENCE

PURPOSE

The Halton Hills Chamber of Commerce (HHCC) Ambassador Program is entrusted with the following mandate:

1. **Representation:** The program aims to represent and promote the interests of the HHCC, its members, and the local business community as a whole.
2. **Networking and Relationship Building:** Ambassadors are responsible for cultivating a strong network of business professionals within the local community.
3. **Membership Engagement and Retention:** Focus on enhancing member engagement and retention within the HHCC .
4. **Business Promotion and Economic Development:** Actively promote local businesses, products, and services.
5. **Community Outreach and Collaboration:** Foster collaboration between the HHCC and the broader community.
6. **Public Relations and Advocacy:** Play a vital role in building a positive image of the HHCC and its members in the public eye.

Overall, the HHCC Ambassador Program operates with the mandate to effectively represent, support, and promote the local business community while fostering collaboration, economic growth, and prosperity for all stakeholders involved.

The Program Lead will determine the number of ambassadors that will serve in the program, with reference to the Program’s mandate, needs and objectives. This will be reviewed twice yearly with the program participants and Chamber staff.

RESPONSIBILITIES OF AMBASSADORS

In the Community, Ambassadors are expected to:

1. Represent the interest of all businesses and individuals served by the Chamber of Commerce.
2. Ambassadors will represent their own business as well as HHCC, and in doing so, must be mindful of how they interact with other business owners and ensure not to make promises on behalf of the HHCC.
3. Keep proprietary information confidential.

4. Be willing to give their time to volunteer at events, helping guests and new members make connections. Ambassadors will get discounted tickets to HHCC events.
5. Be a friendly face, positive influence, and support system for new members.
6. Ambassadors must commit to going out on “member visits” with a member of the Chamber staff at least twice in the calendar year and attend a minimum of five (5) Chamber events in the year.
7. Report any negative feedback or concerns discussed with other members while communicating as an ambassador of the HHCC.

BENEFITS OF BEING AN AMBASSADOR

1. Ambassadors will receive discounted ticket pricing for all HHCC events.
2. A badge will be provided to include on their business website.
3. A bio will be shared of each ambassador (including their name and a link to their business website) on the HHCC website.
4. Opportunity to include items in any event swag bags given out at HHCC events.

This list can be augmented by Chamber staff or the Program Lead if necessary.

Committee Composition, Membership, and Procedure:

See attached Schedule A

Approved by the Halton Hills Chamber of Commerce Board of Directors:

Date:	
Chair:	