Become a Conference Ambassador

Whatever your field, you can join our team
Could you be a Fáilte Ireland Conference Ambassador?

Anyone can be a Conference Ambassador. If you have the potential to host an international conference in Ireland, no matter what your field, we are here to help.

Conference Ambassadors are typically influential in their Association or Society. If you are in the process of organising an international conference, or considering a future bid, find out how we can assist you.

WHAT IS THE CONFERENCE AMBASSADOR PROGRAMME?

Fáilte Ireland developed the Conference Ambassador Programme to support individuals who want to host an international conference in Ireland.

The programme provides relevant impartial assistance and financial support to Conference Ambassadors at every stage of the event, from the initial bid to marketing and promotion.

INTERESTED? TO FIND OUT MORE CONTACT
Lynda + 353 (0)1 884 7712
Why become a Fáilte Ireland Conference Ambassador?

OUR CONFERENCE AMBASSADORS GIVE THE FOLLOWING REASONS FOR HOSTING AN INTERNATIONAL CONFERENCE

- Hosting an international conference increased the profile and recognition of their university or organisation.
- It enhanced their reputation in their area of expertise.
- It earned them recognition from their professional colleagues both nationally and internationally.
- International conferences offer excellent networking opportunities, which helped form research partnerships, secure future funding and establish worldwide links in the specialist field of the meeting.
- Knowing that they are contributing to the economy, as well as increasing exposure of Ireland as both an area of academic/scientific excellence and as a tourist destination.
- Support from Fáilte Ireland every step of the way.

“I fly airplanes for a living, I had no idea how to bid for a conference, we couldn’t have done it without Fáilte Ireland; honestly.”

Ken McManus – Irish Airline Pilots Association
Why bring an international conference to Ireland

Situated on the edge of the Atlantic at the gateway to Europe, Ireland’s captivating landscape inspires everything that is possible when people, creativity and culture collide.

Your international colleagues couldn’t ask for a better destination for their next meeting. The compact, vibrant and can-do nature of Ireland’s cities, towns and countryside will provide your event with a backdrop that will exceed your delegates’ expectations every time, while the warmth of Ireland’s suppliers ensures a warm welcome for international delegates from across the globe.

PEOPLE, PLACE AND PROXIMITY

There are many reasons to meet in Ireland – but in essence it is the unique combination of people and culture, place and environment and proximity that naturally lend themselves to the delivery of world-class business events.

5 simple steps to hosting a successful conference

While most association conferences require some kind of competitive bidding process which involves a local or national “ambassador” to put forward proposals or invitations (as individuals or part of a bidding group), the rules, processes, and decision-making criteria will differ from association to association. Fáilte Ireland has extensive experience to help you no matter what the process.

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.

Each International Delegate is Worth €1500 in Direct Economic Impact - Ipsos MRBI Delegate Survey 2015

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How can we help?

BID DOCUMENTATION PREPARATION AND PRESENTATION

- Financial funding to assist with the preparation and the travel involved with bidding for an international conference
- Independent advice on all aspects of organising an international conference
- Introduction to Professional Conference Organisers (PCOs) who can manage the bid process for you.
- Letters of invitation/endorsement to support the bid document
- Sample bid documents
- Image libraries
- Award winning videos
- Sample presentations

SITE INSPECTION HOSTING

- Fund and co-ordinate site visits for your key decision makers with our Regional Convention Bureaux partners. Site visits cover meeting facilities, hotels, social options.

CONFERENCE SUPPORT FUND

- Financial contribution towards your conference which can be used for marketing to encourage a strong delegate turnout
- Marketing at preceding conferences

APPLYING FOR FINANCIAL SUPPORT

- Applications should be submitted to Fáilte Ireland at least two months in advance of the activity, whether for the bid, site inspection or conference support
- The assessment process takes approximately four weeks from receipt of the application
- A letter of offer is issued to the ambassador when funding is awarded, outlining the conditions for the funding
- Contact one of the team for advice on how to apply

A CONFERENCE DELEGATE IS WORTH OVER TWICE THE VALUE OF A LEISURE TOURIST TO THE IRISH ECONOMY.
FÁILTE IRELAND’S SURVEY OF OVERSEAS TRAVELLERS AND BUSINESS TRAVELLER MONITOR

A CONDITION OF FUNDING IS THAT FÁILTE IRELAND WILL REQUEST YOUR INTERNATIONAL DELEGATES TO PARTICIPATE IN MARKET RESEARCH.
Practical Support

REGIONAL CONVENTION BUREAUX
When you host an event in Ireland, you work with a dedicated and experienced team of professionals who have a forward-thinking and can-do attitude when it comes to getting things done to the highest standard. 95% of our business delegates interviewed on departure say that they were very satisfied with their experience.

The Regional Convention Bureaux work in partnership with the Fáilte Ireland team. They are our regional experts based in Dublin, Cork, Kerry and Shannon and they will also support you every step of the way.
Where can I host my conference?

**DUBLIN**

Dublin offers all the advantages of a modern European capital while retaining its village like charm.

Dublin voted the ‘Lonely Planet Guide’s Friendliest city’ – twice!

- 20,000 bedrooms
- Largest city hotel – The Double Tree by Hilton, Burlington Road, 1,200 theatre style
- Largest hotel – Citywest, 4,100 theatre style
- Largest conference venue – The RDS (Royal Dublin Society), 6,500 theatre style
- Largest gala dinner venue – The RDS (Royal Dublin Society), 3,200 banquet style

Convention Centre Dublin (CCD) – with space for 3,020 theatre style and auditorium with tiered seating for 2,000 and seating for 2,000 banquet style

[www.dublinconventionbureau.com](http://www.dublinconventionbureau.com)

**CORK**

Cork – with its famous English Food Market is the Gourmet Capital of Ireland. Cork International Airport is easily accessible from over 60 destinations and includes direct daily flights from mainland Europe and Britain.

- 8,500 bedrooms in Cork city and county
- Largest hotel – Clayton Hotel Silver Springs, 109 bedrooms, 800 theatre style
- Largest conference venue – City Hall, 900 theatre style
- Largest gala dinner venue – City Hall, 800 banquet style

[www.corkconventionbureau.com](http://www.corkconventionbureau.com)

**KERRY**

Known as the Adventure Capital - recently hosted the Adventure Travel World Summit – 700 delegates kayaked, climbed and cycled around many of the best outdoor venues in Ireland along the Wild Atlantic Way.

- 2,500 bedrooms
- Largest hotel with meeting space – Great Southern Killarney, 172 bedrooms, 950 theatre style
- Largest conference venue – Killarney Convention Centre, 2,500 theatre style
- Largest gala dinner venue – Killarney Convention Centre, 2,430 banquet style

[www.kerryconventionbureau.com](http://www.kerryconventionbureau.com)

www.meetinireland.com/ConferenceAmbassador
LIMERICK/SHANNON
Situated in Ireland’s Shannon Region, Limerick has a diverse and rich history boasting spectacular nearby scenery, including the Cliffs of Moher and the Burren. Limerick is easily accessed through direct scheduled daily flights to Shannon International Airport from North America, Mainland Europe and Britain.

7,000 bedrooms
Largest hotel – Strand Hotel, 184 bedrooms, 600 theatre style
Largest conference venue – University of Limerick, 1,000 auditorium
Largest gala dinner venue – Thomond Park, 450 banquet style
World Class Sports facilities – University of Limerick
www.conferenceandsportsbureau.com

GALWAY
Located along Ireland’s Wild Atlantic Way, Galway City offers a unique and diverse range of meeting facilities. The city is celebrated as the youthful, fun-loving and cultural capital of the west of Ireland. In 2015 Galway was voted friendliest city in the world by US Travel + Leisure magazine.

5,300 bedrooms
Largest hotel – Radisson Blu Hotel, over 260 bedrooms, 900 theatre style
Largest conference venue – NUI Galway, 1,100 theatre style
Largest gala dinner venue – Radisson Blu Hotel, 650 banquet style

www.meetinggalway.ie
Professional Conference Organisers (PCOs)

PCOs specialise in the organisation and execution of small, medium and large conferences and in particular association conferences. An expert and specific skill set is needed to manage and successfully execute a conference of this nature and in Ireland when you partner with an Irish PCO you can be sure of an exceptional event delivery.

- Venue selection
- Catering
- Liaising with Local Organising Committee (LOC), scientific, technical and international committees as appropriate
- Conference programme
- Social programme (if any)
- Gala events
- Registration & badging
- Abstract handling
- Website and promotional material
- Trade & poster exhibitions
- Budget Management & bank accounts
- Marketing (branding, brochures, e-zines, website, conference announcements etc)
- Brand management for sponsors
- Building delegate attendance

How to Choose a PCO?

- Get clarification as to what the Local Organising Committee is responsible for and establish the tasks you will need assistance with, e.g. online registration, identifying and managing sponsors, financial management etc.
- Review the list of PCO consultancy and operational services. Be clear about what you ask a PCO to quote for in a RFP (Request for Proposal), as this will influence the cost quoted.
- Draft your service requirements for the PCO.
- Fáilte Ireland will introduce you to 3 of their approved PCOs based on your requirements. Allow 40 minutes to 1 hour per interview in order for an adequate evaluation of the proposal.

Basic Guide to Choosing a PCO

How PCOs Charge?

PCOs can charge in a variety of ways. Usually it will be a combination of the following:

a) Overall project management fee
b) Per delegate fee
c) Percentage of overall conference budget
d) Percentage of exhibition and sponsorship revenues

As each conference is unique, the PCO will work with you to come to an agreement on what is the most appropriate approach for your conference that is in line with the financial objectives. Don’t forget that whichever fee structure is applied, this is part of the conference budget, not an extra. The PCO fees are financed from the conference income.
The Association of Irish Professional Conference Organisers (AIPCO) is a non-profit organisation founded in 1999, and is the premier professional association for conference organisers in Ireland. AIPCO is committed to maintaining high standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. AIPCO works closely with Fáilte Ireland and the Regional Convention Bureaux in developing Ireland into an international conference hub. For more information about AIPCO visit www.aipco.ie

Top Tips to Evaluate a PCO?

- What is the PCOs track record of bid submissions, winning bids, expertise and track record in your sector?
- Ask for case studies and references.
- Meet the lead Project Manager who would be dealing with your conference.
- Do you think you could work with the company and the team on a long term basis?
- Does the PCO understand your challenges, objectives and vision?

As a rule, Fáilte Ireland and the Regional Convention Bureaux do not get involved in the actual decision as to which PCO to appoint, as this must ultimately be your decision, however we will guide you through the process in order for you to get the best result, while remaining impartial.

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Conference Supports Overview

PRACTICAL SUPPORTS

INTRODUCTION TO APPROVED PCOs AND DMCs
We can introduce you to Fáilte Ireland approved PCOs or DMCs, our local experts, who specialise in organising international conferences.

CONVENTION BUREAUX SUPPORTS
Work with one of our Regional Convention Bureaux in Dublin, Cork, Shannon and Kerry who will support you in delivering an exceptional meeting.

PRESENTATION TOOLKITS
Should you require assistance presenting Ireland as a destination of choice to a decision making committee we can provide you with imagery, video, presentation templates.

FINANCIAL SUPPORTS

BID DOCUMENTS
We can offer assistance in creating bid documents and presentations that will stand out from the crowd. We also provide you with access to image libraries, videos and templates that can be tailored to your specific needs.

BID TRAVEL SUPPORT
Financial funding to assist with the preparation and travel involved in bidding for an international conference.

SITE INSPECTION HOSTING
We can help fund and co-ordinate site visits with our Regional Convention Bureaux (RCB), Professional Conference Organiser (PCO) and Destination Management Company (DMC) Partners. Site visits cover meeting facilities, hotels and social options.

CONFERENCE SUPPORT FUND
Once confirmed, we can provide you with funding to help with the marketing and operations of the conference, thus ensuring a strong delegate turnout.

Please note, thresholds apply for financial support.
Meet Fáilte Ireland Conference Ambassadors

ANN O’DEA
FOUNDER, INSPIREFEST AND FÁILTE IRELAND CONFERENCE AMBASSADOR

Ann O’Dea is a trailblazer who planned an extraordinary event in 2016, it’s called Inspirefest. This is a gathering, in Dublin, of the greatest international minds and leaders in technology and science but it is unique in that it has a focus on diversity.

Fáilte Ireland is working with Ann as one of our conference ambassadors. Together with Dublin Convention Bureau and her Fáilte Ireland approved PCO we will take care of Inspirefest’s 2,000 delegates and help generate about €3 million for the local economy.

DR. JOHN CAREY
CONSULTANT RHEUMATOLOGIST & GENERAL PHYSICIAN, ASSOCIATE PROFESSOR OF MEDICINE AND FÁILTE IRELAND CONFERENCE AMBASSADOR

Dr. John Carey is a highly respected physician and academic so, when he thought he could bring the International Society for Clinical Densitometry (ISCD) Annual Meeting & Position Development Conference to Ireland, people listened to him. People like us.

Working with Fáilte Ireland and his approved PCO, as one of our conference ambassadors, Dr. Carey has all of the practical and financial support he needs to take care of the 500 delegates who came to Galway for ISCD in June 2016, generating more than €750,000 for the local economy.
Dr. Mary C. Murphy
Lecturer, University College Cork
and Fáilte Ireland Conference Ambassador

In 2014 Dr. Mary Murphy successfully led Ireland’s bid to host University Association for Contemporary European Studies (UACES) 44th Annual Conference. Mary is a Fáilte Ireland conference ambassador which gave her access to practical and financial supports from both us and Cork Convention Bureau.

Dr. Murphy worked with us as a team and that resulted in 470 delegates travelling to Cork and bringing an estimated €705,000 to the Irish economy.

Cillian Flynn & John James Hickey
Team Limerick and Fáilte Ireland Conference Ambassadors

On the strength of a previously close but unsuccessful bid to host the 2018 Gay Games in Limerick, Cillian, John James and their team secured the Federation of Gay Games Annual General Assembly (AGA) 2015 for the city, bringing 120 delegates from as far away as Australia and Chile for the conference.

Cillian and John James became Fáilte Ireland conference ambassadors and, together with Shannon Region Conference & Sports Bureau, took care of these delegates who between them generated about €180,000 for the local economy.

Questions to ask your International Association/Society

- What other destinations is Ireland competing with for the chosen year?
- Do the association/society have a preferred date or time of year?
- Do the previous organisers have a post event report?
- Any feedback from delegates and event attendees?
- Was the conference (or certain elements of it) organised by a Professional Conference Organiser (PCO) or a Destination Management Company (DMC)?
- If they organised it themselves how much time did it take out of their daily jobs; was there anything they would change?
- Did they come in on budget, if not why?
- Do they have an indication of general attendance at the conference?
- Was there a sponsorship element to the conference?
- If so, who looked after it?
- Is a letter of interest required or a full bid document? If so, what date should these be submitted by?
The following is an outline of action points to consider when organising a conference. It is by no means exhaustive, as the actual details will be matched to your bespoke requirements, deadlines and objectives.

**PRELIMINARY PLANNING**
- Contact Fáilte Ireland to discuss the Conference Ambassador programme
- Consider dates, duration and size of meeting
- Contact previous organisers and establish what information can be passed on
- Appoint Professional Conference Organiser
- Confirm a local organising committee, e.g. Chair, Treasurer, Scientific Chair etc
- Undertake venue feasibility study and select conference venue
- Consider programme structure and theme
- Consider registration process, information to be collected, registration opening and closing dates

**FINANCE**
- Identify financial responsibilities, ownership of risk, financial support, availability of seed funds and deposit payment schedules
- List registration fees and identify exhibition and sponsorship revenue targets
- Prepare budget and set up bank accounts
- Establish reporting methods and timelines
- Consider tax implications and VAT reclaim possibilities

**ACCOMMODATION**
- Select range of accommodation
- Negotiate room rates and manage accommodation bookings and attition

**PROGRAMME DEVELOPMENT**
- Scientific Chair to select scientific committee
- Identify programme theme, streams, number of sessions
- Consider invitation listing for international, plenary and keynote speakers
- Engage abstract management system
- Send call for abstracts
- Announcement of abstracts for oral or poster presentation
- Organise relevant speaker travel and accommodation

**SPONSORS AND EXHIBITORS**
- Prepare list of potential sponsors and exhibitors
- Confirm size of exhibition hall
- Prepare and design industry prospectus
- Commerce sales of exhibition and sponsorship opportunities
- Carry out management and deliverables of packages sold, e.g. branding, sponsor goods, advertising

**MARKETING**
- Prepare marketing plan – consider print, digital and all social media avenues for promoting the conference
- Consider attendance at other conferences as a promotional vehicle, in particular the conference(s) prior to your year
- Identify database sources if available
- Design conference logo and develop a website
- Schedule e-zines, first announcement, second announcement etc
- Select and order merchandise, e.g. bags, name badges etc
- Design and print all collateral, e.g. invitations, tickets, programmes
- Invite media and organise press room

**CATERING**
- Based on budget parameters, select menu for full conference programme
- Confirm final numbers with the caterers and special dietary requirements

**CONFERENCE VENUE AND SUPPLIERS**
- Source quotations from multiple suppliers and negotiate contracts
- Ensure all requisite insurances are in place
- Devise staff schedule and recruit staff/volunteers where appropriate
- License with venue project manager regarding all conference details
- Confirm all other requirements with venue

**CONFERENCE CHECKLIST GUIDELINES**

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**POST CONFERENCE ADMINISTRATION**
- Send letters of thanks to speakers, sponsors, suppliers, venues etc
- Send invoices for outstanding accounts
- Send out evaluation form
- Conference debrief
- Submit requirements for any support received to the Conference Ambassador fund
- Prepare final financial report
Encourage your colleagues to extend their stay

IRELAND’S ANCIENT EAST

For those who love to peel back the layers of time, Ireland’s Ancient East is a wonderful opportunity to experience 5,000 years of European history in a compact area in the east of the country. Get off the beaten track to see, hear, touch and feel the imprints of the millennia of settlers. Ancient Man, Early Christians, Medieval Lords, Colonial Settlers and their descendants have all been seduced by these most lush, green and fertile lands. Hear for yourself the stories from the best storytellers in the world. Take your time to discover it all – the Stone Age art, the monasteries, the castles and fortresses and much, much more.

WILD ATLANTIC WAY

The Wild Atlantic Way is a 2,500km touring route along one of the world’s most dramatic coastal landscapes. This is a coastline on the edge of Europe; an environment that has shaped the development of its people, communities and settlements and inspired its own particular language, literature, art, song and dance. It’s crammed with thrilling seascapes, cliffs, marine life, mountains, glens, loughs, trails and pathways. It’s a place to experience nature at its wildest, to explore the history of the Gaels and their religion, to experience great events, great food and drink and music and, of course, to have great craic!
Dublin, Ireland’s capital is a city that truly captures your imagination. Cobblestone alleys, Viking remains, Georgian squares. Dublin’s history goes back over a thousand years. Step back in time in this city full of literary landmarks, from the James Joyce Centre to Trinity College, alma mater of many of Ireland’s greatest writers. Steeped in history, Dublin is a medieval city where an abundance of free museums and art galleries chronicle it’s long and colourful past, while the pubs and cafes buzz with traditional and contemporary entertainment. Just a 20 minute journey will bring the visitor from the city to the charming coastal towns and fishing villages that dot the coastline and provide lots of options for craft shopping, water sports, seafood dining and began taking walks against the spectacular backdrop of Dublin Bay. Dublin is home to the friendliest people in the world. Add to this live music, packed pubs, hip clubs and plenty of culture plus a passion for sport and you have everything you need for a truly enjoyable visit.
‘MEET IN IRELAND’ IS THE OFFICIAL BUSINESS TOURISM BRAND FOR THE ISLAND OF IRELAND.

It is made up of three official tourism authorities, Fáilte Ireland, Tourism Ireland and the Tourism Northern Ireland.

Under the brand Meet in Ireland, these 3 authorities promote Ireland, as a leading conference and meeting destination.

Fáilte Ireland
National Tourism Development Authority

The Business Tourism sector is worth €581 million a year supporting 20,000 jobs in Ireland. 70% of all business events that come here, are brought here with the help of an ambassador. The role of Fáilte Ireland’s Business Tourism Unit is to work collaboratively with conference ambassadors and industry partners to increase Ireland’s share of this sector.

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