

Application form:

**Commitment**

I have read the benefits and obligations of being a Gloucestershire Ambassador. I want to be a glambassador. I commit to working with GFirst and other Ambassadors to back the County and its Local Enterprise Partnership, through action and advocacy.

I will not disclose or misuse any information circulated to Ambassadors confidentially. I will put suitable colleagues forward for consideration.

Name:

Position:

Company:

Email:

Website:

Signature: \_\_\_\_\_

Date:

Please return to:

**David Owen, Chief Executive**

GFirst, 6th Floor, Llanthony Warehouse,  
Gloucester, GL1 2EH

You can submit scanned copies to [info@glosfirst.co.uk](mailto:info@glosfirst.co.uk) or fill out an electronic version online at [www.gl-am.com](http://www.gl-am.com)

Further copies can be downloaded from [www.gfirst.co.uk](http://www.gfirst.co.uk) or can be sent to you and colleagues on request to: [info@glosfirst.co.uk](mailto:info@glosfirst.co.uk) or t: 01452 328300

An invitation to Gloucestershire business leaders: Let's work together and promote our county to the world

Details and application form >

am·bas·sa·dor (Am-bs'-sa'-dôr )

n.

1. A diplomatic official representing his or her country's permanent mission to international organisations and countries.
2. An authorised messenger or representative.
3. An unofficial representative: an ambassador of goodwill.



From July 2011 the **Gloucestershire Ambassador** scheme is refreshed and becomes a force to be reckoned with.

Under GFirst's new industry-led Board, and with a hotline to central government provided by a successful Local Economic Partnership bid, **Gloucestershire Ambassadors** will become less of a celebration of past achievements and more an active and current contributor to Gloucestershire's business success. Ambassadors will be selected for their ability to move Gloucestershire forward.

## glambassadors | uk

### Job description

Let's be realistic: a **Gloucestershire Ambassador's** first task is to be successful in his or her own field. Call us superficial, but that's why we want to know you.

Secondly (and this is important) we're looking for people who can see the bigger picture and want to contribute to their own success by supporting Gloucestershire's success.

That means creating and taking opportunities to support our brand alongside yours, sharing contacts and supporting other Gloucestershire business people. It means pushing for conferences and events to take place here and ensuring that the influential people that you speak to every day hear positive things about Gloucestershire.

**If you would like to become an Ambassador, you're likely to be:**

- Eminent in your field and a good communicator
- Well-connected and able to influence other people
- Positive, enthusiastic and full of good things to say about Gloucestershire
- Active, responsible, willing to attend meetings and 'high energy'
- You need not, incidentally, live in Gloucestershire.

### The benefits

- **Networking:** a seat at the top table of business in Gloucestershire
- New online material, photography and resources to promote Gloucestershire alongside your business
- Consideration for GFirst's Directory of Experts Programme – a brand new pitch to national business correspondents and media
- Consideration for our new online Gloucestershire Products and Services index.

### Become a glambassador

#### Here are some house rules:

- ✓ As a Gloucestershire Ambassador you will be on the inside track - we will expect you to respect confidentiality and the sensitivity of some information
- ✓ Gloucestershire Ambassadors apply to be accepted and commit to the long term, but you may resign at any time. You may be asked to resign at any time
- ✓ We ask you to spread our message electronically: exchange links, retweet our tweets, use our brand e-material
- ✓ Gloucestershire Ambassadors status is given to the individual as a representative of his or her success and profile. There may be more than one individual in your organisation who is suitable, but this is not automatic.

If you would like to apply to become a glambassador please complete and sign the application form overleaf.