



**AMBASSADORS/DIPLOMAT COMMITTEE**  
**MANUAL**

# MIRAMAR PEMBROKE PINES

## REGIONAL CHAMBER OF COMMERCE



### Who are chamber ambassadors?

Ambassadors are highly visible volunteers who serve as the Chamber's welcoming committee to new Chamber members. Considered the goodwill arm of the Chamber, the Ambassador Committee plays an essential role in making our members feel welcome and connecting them with other members and programs within the Chamber.



### Who are chamber diplomats?

Diplomats are support and full contact volunteers, who serve as the Chamber's primary liaison to new Chamber members. The Diplomat Committee plays an essential role in member communication and retention, and each Diplomat is charged with conveying member needs, questions and concerns to Chamber staff, keeping our Chamber in line with our members' desires.



### About the program + commitment

Upon their appointment, each Ambassador/Diplomat makes a commitment to build lasting relationships with the Chamber membership, particularly new members, in order to build a loyal, committed membership base that will support, participate in and invest in the Chamber. The three minimum criteria for Ambassador/Diplomat eligibility includes: having been a member for at least 6 months, has attended the Chamber Membership Orientation, and is actively involved in the MPPR Chamber (currently attending at least 2 events per month on average).

Ambassadors receive new member assignments monthly should expect to spend 1-3 hours per month on their Ambassador/Diplomat duties. Ambassadors are encouraged to obtain a [Chamber Name Badge](#) designating them as Ambassador Members and can be paid via [credit card authorization form](#). Ambassadors are expected to attend at the monthly Ambassador/Diplomat meeting each month and cannot miss a cumulative of three meetings per year. The Ambassador/Diplomat Committee meets 9:00 a.m. – 10:00 a.m. on the first Tuesday of every month. If you cannot attend be sure to notify the Chamber office or Ambassador Chairperson.

# MIRAMAR PEMBROKE PINES

## REGIONAL CHAMBER OF COMMERCE



### Diplomat Responsibilities

- Accept new member assignments and conduct new member visits (quality contacts), reporting relevant information from these visits to Chamber staff at a monthly Ambassador meeting or via appropriate forms. Diplomats are clearly visible always wearing the purple Diplomat namebadge provided by the Chamber for increased visibility and recognition.
  - Monthly Assignments
    - New Member Calls: Calls are made to new businesses during their first 30, 60 and 90 days respectively. A [New Member Call sheet](#) is provided to indicate which questions the ambassador is to ask based on the new members length of membership. The New Member Call sheets are completed for each call then sent to the President for review and follow-up items. Diplomats are asked to call each assigned member and make a minimum of two (2) attempts to connect with the respective representative by the 15<sup>th</sup> of each month. In the event the Primary representative listed on the call list is not available, messages should be left in voicemail or with a business representative indicating with whom a message was left.

### Events.

- **Net @ Night:** These events are typically held the 4<sup>th</sup> Thursday of the Month from 5:30 to 7:00 pm. Diplomats are asked to assist with registration.
- **Membership Breakfast:** These events are typically held the 2<sup>nd</sup> Tuesday of the Month from 7:00am - 9:00 am. Ambassadors are asked to serve in the following roles:
  - **Set-Up & Break Down:** Must arrive by 6:45AM helps with set-up for chamber or sponsor/ guides tabletop set-up ; assists with clean-up and breakdown including removal of tablecloths.
  - **New Member Registration:** Must arrive by 6:45AM to welcome new members outside the main room. These Ambassadors collect a [NEW MEMBER INTRODUCTION Sheet](#) for introduction by the Membership Committee and provide respective nametag. Ambassadors should ensure they politely refer members/guest to the respective check in table if registrant is not a new member. These Ambassadors should guide and introduce the new member to the Ambassador Liaison.

*"Making Your Business Our Business"* 9001-B Pembroke Road, Pembroke Pines FL 33025  
Ph: 954.432.9808; Fax 954.432.9193; [www.MiramarPembrokePines.org](http://www.MiramarPembrokePines.org)

# MIRAMAR PEMBROKE PINES

## REGIONAL CHAMBER OF COMMERCE

- **New Member Table(s)**: Must arrive by 6:45AM to be at the new member table inside the room typically signified by a purple tablecloth. This Ambassador should get to know new members and make new members feel welcome by introducing them to other new members at the table. These Ambassadors should encourage conversation with one another and field any questions by the new members.
- **Registration**: This person is to assist with the registration table, specifically assisting those that have pre-registered for the event. Assisting members in finding their name badge for the event.
- **Chamber Orientation**: Diplomats may voluntarily attend Chamber orientation to welcome businesses. Orientation is typically held on the fourth Tuesday of the Month at 8:45am. The purpose of Orientation to introduce the Chamber Programs, Benefits and Perks; meet chamber support staff; and get answers to questions about the Chamber and the Business Community R.S.V.P. is requested to the Chamber Office [Robert@miramarpembrokepines.org](mailto:Robert@miramarpembrokepines.org) (954) 432-9808



### Ambassador Responsibilities

- **New Member Visits**: After a Ribbon Cutting Ceremony, Ribbon Cutting Commemorative Plaques are delivered upon availability to the local businesses. This is an opportunity for Ambassadors to make contact and introduce themselves to the respective business representatives.
- **Attend Chamber events** to greet and build relationships with new members, as well as to facilitate introductions and foster direct connections for new members.
- **Events**
  - **Ribbon Cuttings**: These events are held for new businesses, newly renovated businesses or new management. There is a short ceremony where the Board Chair, the President of the Chamber, the Owner/ Manager, and Public Officials speak. Ambassadors participate by talking with those attending and by holding the ribbon during the ceremony and taking pictures at the event. It usually lasts 60 minutes. Ambassadors are encouraged to arrive prior and remain after the ribbon cutting to form new business contacts and network with other

*"Making Your Business Our Business"* 9001-B Pembroke Road, Pembroke Pines FL 33025  
Ph: 954.432.9808; Fax 954.432.9193; [www.MiramarPembrokePines.org](http://www.MiramarPembrokePines.org)

# MIRAMAR PEMBROKE PINES

## REGIONAL CHAMBER OF COMMERCE

attendees. The Chamber will be seeking three individuals minimum to attend each ribbon cutting: two to hold the ribbon and one to do photography at the event.

- **Net @ Night:** These events are typically held the 4<sup>th</sup> Thursday of the Month from 5:30 to 7:00 pm. Ambassadors are asked to be at the door to welcome attendees. These events are excellent opportunities for Ambassadors to introduce attendees to other businesses, make business connections and to get to know people in the business community.
- **Membership Breakfast:** These events are typically held the 2<sup>nd</sup> Tuesday of the Month from 7:00am - 9:00 am. Ambassadors are asked to serve in the following roles:
  - Set-Up & Break Down: Must arrive by 6:45AM helps with set-up for chamber or sponsor/ guides tabletop set-up ; assists with clean-up and breakdown including removal of tablecloths.
  - Greeting Line/Main Doors: Must arrive by 6:45AM 1 or 2 required to welcome at the main entrance doors to the South West Focal Point Community Center. BIG bright smiles are needed. Ambassadors should also guide people to the appropriate registration table.
  - Liaison from Membership Registration: Must arrive by 6:45AM to be the liaison from new member registration table. This Ambassador is to provide an overview of the room and meeting flow, escort them around the Breakfast meeting room, explaining the tabletops, encouraging visits to them either before or after the meeting and then escort them to the New Member Table ensuring an introduction to the New Member Table Ambassador. Ambassador will make sure person is aware of the tabletop opportunity and any upcoming event info before seating at the New Member Table inside.
  - Seeks Guests & Visitors: Must arrive by 6:45AM to seek out attendees new and old or someone sitting or attending alone. This Ambassadors role is to work as an introduction to guests or non-members being sure to make critical business connections to other businesses in the room wherever possible.
  - Assist with Tabletops: Must arrive by 6:45AM will work together with set-up to have the tabletops in proper location and will remind them of the FIRM 30 seconds commercial at the time of introductions. Will stand

*"Making Your Business Our Business"* 9001-B Pembroke Road, Pembroke Pines FL 33025  
Ph: 954.432.9808; Fax 954.432.9193; [www.MiramarPembrokePines.org](http://www.MiramarPembrokePines.org)

# MIRAMAR PEMBROKE PINES

## REGIONAL CHAMBER OF COMMERCE

next to table and member conducting the tabletop speech and will provide a signal at 30 seconds to wrap up intro. It is recommended that this Ambassador have a visual timer and discreetly use it to keep the member on time.



### Ambassador/Diplomat Annual Responsibilities

- Surprise Visits: This initiative is to surprise MPPRCC Members with a visit and obtain information contained in the [Surprise Visit Survey Questionnaire](#). members selected for Surprise visits are members who have not been active in chamber events. The visit is focused on retention and should be scheduled sometime immediately after the Ambassador/Diplomat meeting or sometime during that month depending on timeliness of the marketing item provided. A bag of various marketing materials or other item(s) is delivered based on availability. Ambassadors/Diplomats should seek opportunities to advise active members of this program to obtaining items that can be used for the Surprise Visit giveaway bag as an additional marketing opportunity.
- Attend member ribbon cuttings, grand openings and ground breakings.
- Volunteer at Chamber functions as necessary
- Keep the membership informed, on a person-to-person basis, of the activities of the Chamber.
- Identify and contact potential members through personal business contacts, current members or local community contacts bringing the information to the attention of the Membership Director, Chamber President or enrolling contacts as new members using the MPPRCC Membership Application.
- Ambassadors/Diplomats actively promote membership in the Chamber.
- Facilitate networking among members and encourage meaningful participation and involvement in Chamber programs in order to enhance the membership benefits received by each member, strengthen member commitment and increase long-term member retention.

# MIRAMAR PEMBROKE PINES

## REGIONAL CHAMBER OF COMMERCE



### Incentives for Ambassadors

Ambassadors/Diplomats provide an essential service to the Chamber membership and staff. In appreciation for their work, Ambassadors/Diplomats are rewarded with recognition. Ambassadors/Diplomats are responsible for signing in at event, making their monthly calls and performing their assigned duties. As an Ambassador/Diplomat there are unsurpassed opportunities for business contacts. You will have multiple opportunities to meet with businesses and individuals in Miramar Pembroke Pines and surrounding areas. As an Ambassador/Diplomat you have increased exposure to your Chamber and its many initiatives and be one of the first to be alerted to new Chamber programs and initiatives. As an Ambassador/Diplomat there may be additional recognition for you and your company in the business community through your Chamber's website, at certain Chamber events and in Chamber publications.

### HOW TO BECOME AN AMBASSADOR

Fill out an [Ambassador Application](#) and return it via e-mail to Robert Goltz at [Robert@MiramarPembrokePines.org](mailto:Robert@MiramarPembrokePines.org) or via fax at 954.432-9193. Questions? Contact Robert Goltz at 954-432-9808 or ask any of the current Ambassador Team Me