



wASHINGTON DC
AMBASSADOR
CIRCLE

**CONNECTING THE CAPITAL
REGION TO CONFERENCES**



WHAT IS THE AMBASSADOR CIRCLE?

As the official destination marketing organization for the nation's capital, Destination DC's goal is to generate economic development for Washington, DC through meetings and conventions. Destination DC's Ambassador Circle program partners with top innovators, researchers and scholars to specifically target international meetings. The network is a noteworthy group of professionals in the region who are experts in their respective fields and share a common goal of showcasing the city as a business hub for an international community.



IMPACT OF BUSINESS MEETINGS



MEETINGS ARE INTERNATIONAL

In 2019, there were more than 1.6 billion international participants in meetings.



MEETINGS DRIVE THE ECONOMY

In just one year, meetings generated \$98 billion for the U.S. economy.



MEETINGS CREATE JOBS

In 2022, meetings supported 1.3 million American jobs.

IMPACT OF VISITORS ON WASHINGTON, DC



\$8.1B

TOTAL VISITOR SPENDING



\$1.6B

TAX REVENUE



84,111

LOCAL JOBS SUPPORTED

WHY SHOULD I BECOME AN AMBASSADOR?

As a respected industry leader, you can join our efforts:



Work with the Destination DC team and fellow ambassadors

to identify and secure potential meetings and events in your field that could be hosted in Washington, DC.



Promote the importance of international conventions

to the growth and development of local industry, research and development in your organization and community.



Endorse Washington, DC as a hub for international congresses

in key industry sectors that are thriving here such as technology, medical, biotech/pharma, education, sustainability, transportation and government advocacy.



Create awareness of Destination DC's services

to assist with bidding for international events.

"The International Convention of Exhibition and Fine Art Transporters is looking forward to its 43rd annual convention, which will be held in Washington, DC in November 2019. With approximately 200 attendees from around the globe, accessibility and direct flights are important factors when deciding on a host city. Destination DC was very helpful and effective."

Judith Uijtewaal, Secretary General, International Convention of Exhibition and Fine Art Transporters (ICEFAT)

“At the center of policy and practice, with internationally ranked institutions of learning and renowned research laboratories, Washington, DC is an ideal destination for academic meetings, such as the International Society for Environmental Epidemiology’s 31st Annual Conference. The assistance of Destination DC was crucial in sourcing competitive quotes and preparing an impressive bid book that highlighted the city and all it has to offer guests from around the world.”

Cattleya Wongkongkatap, CMP, Director of Events, Milken Institute School of Public Health, The George Washington University



OPPORTUNITIES FOR MEMBERS

Washington, DC has always been an inspirational meeting place for leaders and innovators, from presidents and prime ministers to scholars and researchers.

As an influential member of the Ambassador Circle attracting high-profile meetings and conventions, you can help raise our city’s profile in fields like technology, medicine, research and business development. We create opportunities for Ambassador Circle members to engage with international experts and cutting-edge researchers as they network with their colleagues and counterparts from around the globe.

KEY BENEFITS

Take advantage of becoming an Ambassador:



Community Engagement

- Showcase your involvement in an international bid by elevating your institution, association or company from a global perspective.
- Benefit from bid support, promotional assistance, financial analysis and educational forums with other high-profile experts in your field.



Personal Recognition

- Elevate your profile of personal achievements, contributions to the local community and commitment as a member.
- Build a legacy for your organization and industry.



Networking

- Shape your professional network and engage in high-level peer-to-peer networking.
- Attend exclusive events, social engagements and luncheons with inspirational speakers and government officials.

“It is great to have a partner like Destination DC providing the support you need from bidding to booking and beyond. Washington, DC is a premier city with so much to offer including a great convention center and many walkable hotels and restaurants.”

Jean Riley, Senior Event Planner, American Institute of Aeronautics and Astronautics





Join Our Network:
**Help Showcase DC as an
International Business Hub**

For more information, contact:

Emma Stubblefield

Ambassador Circle Program Manager

P +1 202.789.7063 E emma@washington.org

visit

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