

# Twenty years of Edinburgh Ambassador programme celebrated at annual dinner



The Edinburgh Ambassador Programme has been running for 20 years, securing conferences and promoting the city as a business tourism destination around the world.

At their annual dinner last week the occasion was marked by noting that in the last two decades Convention Edinburgh and their members have generated £900 million for the local economy. There have been 1,348 events held here bringing 528,605 delegates to the capital.

They also introduced for the first time Ambassadors Awards recognising those who have worked hard to promote the city.

Winners celebrated on the evening at the EICC included, the VisitScotland #ScotSpirit award, presented to Jessie Kennedy, Dean of Research & Innovation at Edinburgh Napier University; the In Conference Ltd Rising Star, awarded to Richard Reardon, Senior Lecturer in Equine Surgery at The Royal (Dick) School of Veterinary School and the Conference Legacy Award, sponsored by the EICC, which went to the Rehabilitation International Congress 2016.

The Convention Edinburgh's Ambassador of the Year Award, recognised the decades of work and support of hepatobiliary and pancreatic disease specialist, Prof. James Garden to bring multiple conferences and meetings to Edinburgh over the years.

**James Garden, winner of Ambassador of the Year,** said: "The Ambassador Programme is about making best use of this important network and contributing to that network.

“Edinburgh is a fantastic city and its success as host destination should never be taken for granted. When it comes to history, innovation, architecture and culture, I cannot think of any other city in the world that ticks all the boxes. The Ambassador Programme is the ideal way to showcase all that Edinburgh has to offer and it delights me to promote the city that I live in and love to be associated with.”

**✘ Elaine Miller, Ambassador & Association Bid Manager, Convention Edinburgh,** said: “Our ambassadors are some of the world’s most innovative minds in science, medicine and technology. We’re privileged to have such a high calibre of passionate advocates of Edinburgh in our Programme, each working tirelessly to bring influential global conferences to our city.

“This year’s awards recognise the contribution of just a few of our members, but I want to extend our thanks to all our members, past and present. Edinburgh could not have achieved the success of the last 20 years without you.”

The ambassador programme which now has 500 members is overseen by Convention Edinburgh the business tourism arm of Marketing Edinburgh. John Donnelly, Chief Executive, Marketing Edinburgh said: “Thanks to their hard work, enthusiasm and dedication, our local ambassadors have made a significant contribution to our city, not only in raising the profile of Edinburgh as a global centre of excellence, but also in making a £900 million financial contribution to its local economy.”

Chef Tom Kitchin designed the special anniversary meal enjoyed on the evening celebrating the best of Scottish fresh produce.