



Ambassador

Handbook



Simply Great Britain

Ambassador Pack

Our Ambassadors are enthusiastic Simply Great Britain members who are happy to donate a little bit of time to host Meet Ups in their local area providing the human connection when Emily can't be there. We are here to help, support & guide you in this exciting new role.

What do Simply Ambassadors do?

You are helping us host more Meet Ups in new locations around the UK. You are not all alone however. We will help:

- We can book venues, chat on the phone and offer the advice you need.
- We will add all Meet Up dates to our website, Facebook page and more including the registration set up.
- We will give you graphics and content to help us promote your events.
- Emily will try to get to as many Meet Ups as she can.
- You will receive all the resources you need including sign up forms, marketing material & more.

What you need to know about the role - and making it your own.

Key to the role is an enthusiasm to bring people together to connect, support & share stories and wisdom within the small, micro, indie, freelance business community. We have already listed the key strengths we want in our invitation but you can make it your own.

Here are some ideas:

- You know your local area best so we want to embrace your local small business culture. Some places may have a rural vibe and others could be metropolitan - Simply Great Britain can fit in both places easily.
- We don't do formal but if you want to invite a speaker or arrange an activity then great. Talk to us about your ideas.
- We assume that Meet Ups happen somewhere independent, inside & with great coffee but if you want to walk & talk or enjoy a picnic - we love that too!
- Don't be alone. If you want to host a collaborative Meet Up with another local Ambassador or even a complimentary organisation, then talk to us - we love working together.
- Be yourself. So long as you have the confidence to meet people, welcome them and talk about Simply GB, we don't have a set personality type in mind - you are great just as you are!

What we need you and expect you to do - details

It's a simple concept - we just need you to host regular Meet Ups in your place. We laid out our expectations in the invitation but here are some details:

- You will be representing Simply Great Britain so we need you to share our mission and values. This is fundamental to growing our community.
- We need to have regular Meet Ups in an area. Once a month is ideal but if you can only do less, then please talk to us and we can try to make that happen.
- We need you to help find the small, micro, indie & freelance business owners that want to Meet Up. With our digital support, you need to be a chatter, a talker and a networker in nature.
- We will be sending out regular emails and communications. We expect you to read them and be up to date so that you can share the latest news about HQ.
- We do not expect you to sell membership but we hope that your Meet Up visitors will join our community, so we expect you to mention membership in all Meet Ups and be clear about sign posting people to the right website page.
- We ask that everyone who joins a Meet Up, signs in. We hope that they will tick the subscribe box too but this is not a requirement. This information helps us to understand who our visitors are.
- We operate a non negotiable inclusivity policy in the business. We expect you to welcome all small business owners regardless of gender, sexuality, religion, ethnicity or disability. Talk to us if you need clarification.
- Our Meet Ups are not occasions to promote political views, agendas or ideologies.
- Our content, promotion and marketing attracts the stand out small business owners we hope to see. However, if you are experiencing issues with unscrupulous owners or owners that make you feel uncomfortable, report to us and we will help.
- We have a clear sourcing strategy in the business and expect you to follow that as closely as you can. This includes:
 - Only using independent venues for Meet Ups.
 - Reducing or refusing single use plastic at your events e.g. plastic straw, individually wrapped biscuits, plastic plates or cups.
 - Reducing the amount of printed material at events
 - Ensuring that the venue has the ethical values that we share.

If you would like to know more, then please get in touch with Emily at HQ to talk it through on 07736414425 or email emily@simplygreatbritain.co.uk