

BRAND AMBASSADOR

This is a non-voting position

NEWH Vision and Mission

Vision: “The Hospitality Industry Network”

Mission: NEWH is the international nonprofit community connecting the hospitality industry, providing scholarships, education, leadership development, and recognition of excellence.

Purpose

Brand Ambassadors are appointed by the NEWH, Inc. President to serve as liaison between the respective brands and NEWH, Inc. in support of Brand programs such as BrandED. In appreciation, a gratis NEWH, Inc. Membership is granted to the Ambassador for the term of service.

Major Responsibilities (see Task List/Timeline for More Details)

- Advise and educate your organization about NEWH, Inc.
- Advise and educate NEWH, Inc. on the brand(s) you represent.
- Engage in discussions and planning related to BrandED events.
- Support the NEWH, Inc. BrandED program with participation in related events at the Chapters/Regional Groups.

Length of term

- A term for the position of Brand Ambassador is two (2) years with an option for the NEWH, Inc. President to renew that term for another 2-year term upon request.

Brand Ambassador Task List/Timeline

Timing	Category	Activity
As needed	Brand Liaison	<ul style="list-style-type: none"> Communicate internally within your organization to increase awareness of NEWH, Inc., the mission of NEWH, Inc., and value of the BrandED program Share with NEWH, Inc. news, issues, ideas, and feedback from your organization and from across the industry that may help NEWH, Inc. with insights and understanding of your organization and the hospitality community. (NEWH, Inc. does not expect BrandED partners to share any information that may be proprietary.) Connect NEWH, Inc. to the appropriate departments/professionals within your company <ul style="list-style-type: none"> who can assist in promoting/presenting your brands in the best possible way. who can help with editorial content related to feature articles covering the BrandED events. Invited to attend NEWH, Inc. International Board of Directors (IBoD) meetings, live or virtual – <i>All travel and lodging costs are at the Ambassador's expense.</i>
As needed	BrandED Events	<ul style="list-style-type: none"> Work with NEWH, Inc. Brand Programs Committee to establish a minimum of 1 BrandED event annually Work with NEWH, Inc. Director Brand Programs and the BrandED Chairs Committee and your company associates to facilitate the development of BrandED content, including Brand focus, speakers, messaging, tag line, location/venue, and date.
Feb / May / Nov	Leadership	<p>Request your attendance at all 3 IBOD meetings virtually or welcome to attend the 2 live IBOD meetings in Las Vegas and New York. <i>All travel and lodging costs are at the Ambassador's expense.</i></p> <ul style="list-style-type: none"> Jan – via ZOOM. May – in conjunction with HD Expo in Las Vegas. Nov – in conjunction with BD/NY in New York.