



InterNations
connecting global minds

***The InterNations Ambassador
Handbook***

March 2018



Welcome to InterNations!

The InterNations Vision and Mission

We want to be every expat's best friend and their trusted companion on every step of their journey.

We create a great experience and a trusted community where expats feel a home around the world.

As an Ambassador and volunteer, you are supporting the InterNations vision and mission. We would like to share some confidential insights into our network and naturally, we expect fair, open and respectful behavior towards the InterNations Team and its members from our Ambassadors.



Malte Zeeck

Founder & Co-CEO



Jordan Coutout

Head of Community Management

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The InterNations Story



Philipp von Plato

Founder & Co-CEO
Product & Engineering, Operations,
Finance



Malte Zeeck

Founder & Co-CEO
Community Management, Online
Marketing, Communications

2007

• **Foundation & Launch**

- The first international community for expatriates is founded in Munich (Germany) by Malte Zeeck, Philipp von Plato and launched in September

2008/
09

• **First Official Events & Proof of Business Model**

- First InterNations Official Events take place in Munich, Zurich and Madrid, organized with the help of local volunteers. The InterNations Ambassador is born.
- The "Albatross" premium membership model is introduced

2011

• **Offering Expat Information**

- Country & City Guides and the Expat Magazine are launched, providing members with essential information about their expat destinations.

2012

• **Launch of InterNations Groups**

- Groups are introduced, giving members the opportunity to organize their own, small get-togethers based on common interests.

2014/
15

• **The Big Relaunch**

- A comprehensive website relaunch is kicked off, focusing on enhanced usability and paving the way for mobile access.

2016

• **Going Mobile**

- InterNations' Android and iOS apps are developed and introduced, allowing our members to stay in touch and up-to-date wherever they are.

2018

• **Facts & Figures**

- 3 million international members
- 390 communities worldwide
- 5,000 + monthly events and activities
- 950 + Ambassadors and 5,400 + Consuls

Our Business Model

Over the years we have grown into a company with over 100 employees. Our two revenue streams are: Albatross Membership and Advertising sales.

Albatross Membership:

Main Benefits:

- Free or reduced admission to paid events
- Free to join groups and activities
- Advanced site tools
- Access to country and city guides
- More details here: https://www.internations.org/membership/?ref=fo_mem

Free Trial

As of January 2018, new and existing Basic Members will have the opportunity to explore all the benefits of our premium Albatross Membership for 30 days, free of charge.

As an Albatross Member, they will be able to:

- enjoy free or reduced entry to all official events
- join groups to meet people with similar interests at activities
- learn more about expat life and their city with our guide articles
- browse profiles anonymously and see their profile visitors

Feel free to share this information with Basic Members and guests attending your events!

The free trial is not available for anyone who has been an Albatross Member before, as they have already had a chance to try out all the benefits. For more information about the 30-day free trial, please see our [FAQs](#).

Pricing:

There are **three different types of membership periods** for the Albatross Membership, which currently **can be paid for by credit card and PayPal**. Members can choose a 3 month, 6 month or 12 month membership (3 month or 12 months on the iOS app).

Please note that **the Albatross Membership is automatically renewed**. To downgrade, please:

- Go to the Membership tab in the **Account settings** section
- Click on the **Change Membership** link
- Check the reasons for downgrading and enter password. By letting InterNations know the reasons for downgrading, we will be able to improve our services.
- Click the **Downgrade to Basic Membership** link

Once this process is complete, Albatross Membership will not be renewed **after** the current billing cycle.

Please note: Albatross Membership is awarded to our Ambassadors as a way to say, “thank you” for helping us organize the events and to develop the community. You will be able to keep this Albatross Membership for 6 months after the end of your Ambassador role provided you have been the Ambassador in your Community for at least one month and have organized at least one event. If you have purchased an Albatross Membership before you became an Ambassador, your paid membership will be paused and will continue from where it stopped once your free membership has ended.

Corporate Partnerships:

We aim to attract both global and local partners (i.e. sponsors) who share an interest in our international member base. Please see [the Advertising Sales section of this handbook](#) for how you can work with our Corporate Partnerships team.

Maria-José Horstkamp (InterNations Ambassador Lugano)



Being an Ambassador is the best way to add value, not only to the community, but also to your personal life. I have met incredible people in InterNations and shared parts of their journeys. I have developed many skills and overcome many challenges. After several years I can confidently say that I am a better person because of my role in this wonderful community. Being there to serve, help, but also to enjoy the laurels of your notoriety is a reward. Many have asked me: “Why do you keep doing it? It’s only a volunteer gig!”, and I always reply: “The life experience is priceless!”.



The Ambassador Role

The title of InterNations Ambassador is a **Special Membership Status** awarded to those members who fully support the concept of InterNations and who are particularly well-connected within their InterNations Community; the status can be compared to the role of a virtual mayor.

Being a volunteer role, the InterNations Ambassador position is not a “full-time job” and there is no financial remuneration. Ambassadors who take on this position should do so for the development of the community.

Ambassador Traits:

- Global mind
 - being a (former) expat, you understand about the needs of our newcomers
- Commitment to InterNations
 - loyal and not involved in competitive networks
 - dedicated and motivated for the benefit of the community
- Well Connected
 - to members
 - to venues
- Good communication skills
 - with members & with InterNations HQ
- Excellent event management & organization skills
- Team player
 - working in Ambassador teams benefits the community and ensures events are regular
 - it is more fun working together!
- Internet-savvy
 - access to the internet
 - familiar with internet portals
 - willing to answer enquiries from members

Community Goals

Growth: Our aim for each InterNations Community is to move from small gatherings in a bar to large parties and networking events for members. Eventually, this can increase to more than one event per month as long as the high standard of events is maintained.

Paid Events: In order to offer our members the best possible service, Paid Events are introduced with the goal of promoting the upgrade to Albatross Membership and of hosting premium events. Paid Events will be introduced once your community reaches 60-80 regular attendees per event.

Marcela Ch. Alfaro (InterNations Ambassador Panama City)



For me the best part of being a member and an Ambassador is bringing people together; even from the most remote locations you can find something in common, learn, share and grow. Whenever you change locations or travel it's fantastic to feel part of something so big and in some way close to home, like we are all a piece in the big puzzle that the world is, across languages and cultures.

Ziad Yamak (InterNations Ambassador Cairo)



Being the Ambassador is the first impression new members will obtain about you and the IN community. You need to have networking skills, joy of socializing and interest in understanding and interacting with different cultures. Organizing IN Events takes efforts, sincerity and time, a desire to serve and devotion to continue. The community we serve is a mirror of the society we live in. Our role is to help and guide arriving expats as much as possible.

Akinyi Adongo (InterNations Ambassador Nairobi)



I value the experience of being an Ambassador because it has given me the opportunity to meet and interact with people of many nationalities on a completely new level. I see my role as Ambassador as a golden chance to learn from so many amazing people.



Becoming an InterNations Ambassador

Update your Profile

Please complete your InterNations profile page and upload a nice photo in which you can be recognized, so that new members will be able to recognize your face when attending an event for the first time. You should act as a role model for your fellow expats; they should get a good first impression of you and learn a bit more about the person behind the name. A complete profile is an excellent way of getting in touch with members who share your background, interests and experience.

Send us a Short Biography

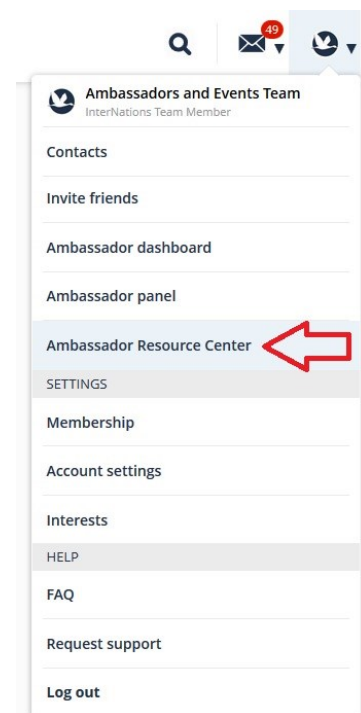
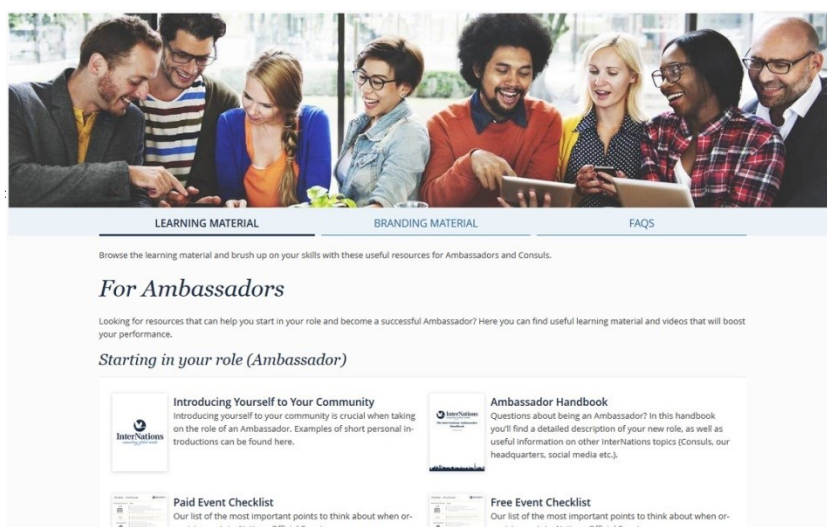
Please send us a short profile of yourself (**3-5 lines in the 3rd person**) so we can introduce you to your Community. We will send the community a message linking to your short biography, and we will add this description to the community's team page.

Example of a Short Profile

***Florentina Lisandru** was born in Romania and studied Applied Mathematics and Informatics at the University of Bucharest. Now she is working in Malta as an IT consultant with a multinational company that is providing card payment solutions to international banks and other financial institutions. Even though she followed a technical path in her career, during her free time she enjoys reading diverse topics, traveling and discovering new cultures, trying new food and meeting interesting people.*

Resource Center

Have a look at our [Ambassador Resource Center](#) to find all sorts of useful documents: checklists, guides, useful tips and tricks, downloadable branded materials, and answers to frequently asked questions:



InterNations Official Events

It is our aim to reach as many people as possible with our monthly get-togethers. This is why the most important part of your role as InterNations Ambassador consists of hosting **at least one monthly event**. If our members have a good time at an InterNations Official Event, they tend to bring their international friends along to the next get-together and this way, the entire community keeps growing and developing.

InterNations Official Events help our members

- get to know new people in a foreign environment.
- strengthen their virtual friendships
- meet other global minds
- engage in business networking
- exchange tips and advice in person
- socialize and have fun!



Event Guidelines

Uniqueness and Exclusiveness

InterNations Official Events should have an intimate nature and exclusive character.

Please avoid any kind of public happening (e.g. a bar's big after-work party, a fashion show, a concert...) and co-hosted events with other networks. You can easily invite your friends from other networks to the InterNations Official Event instead.

Expat/Local ratio

InterNations is a network for expatriates and global minds. The guests at our events should reflect this mission statement. We have an approximate 3:1 ratio of expats and locals within our network, and we try to have a similar selection of people in attendance at our events. Please keep an eye on this and if you see that this ratio drastically changes please inform HQ.

Non-specific and inclusive event format

The most successful events are a round of after-work drinks on a working day. This allows guests to simply drop in, bring some friends, stay as long as they like, and not feel any additional obligations. Beginning the evening with general socializing and then moving on to dancing and music will create a perfect event for different age groups. From our experience, other formats (dinner, bowling, wine tasting) do not attract as many attendees. This is because members dislike having to pay a higher fee for these activities, they might not be interested in the particular format, or, they cannot come and go as they please. This format is part of our InterNations Groups Department, which you can read about in [the Activity and Changemakers Groups section](#).

Date & Time



Every Community differs in terms of social life – some cultures prefer after-work meetings on a weekday evening, while others prefer to go all out and party on a weekend night. Since we are not in your city, we trust that you know what the best arrangement is in your community.

Invitations

Invitations for an InterNations Official Event should ideally be sent out two weeks prior to the event. This way guests will have enough time to plan their attendance.

The event will be featured as an InterNations Official Event on the start page of your community. Two days before the event, a reminder is sent to all members on the guest list as well as those who have not yet declined the invitation.

Finding a Venue

When choosing a location for a Paid Event please look for a:

- **Venue with a bit of class**, e.g. an upscale bar/hotel/club which has enough room for all InterNations Members. When booking with the venue, keep in mind that there is a certain no-show rate.
- **Exclusivity**. If possible, the location should be exclusively reserved for InterNations members. If not, there should at least be an exclusive area or timeslot, so all members can identify the InterNations group immediately upon arrival. Please do not host joint events with other groups, networks, or organizations.
- **Clear entrance for InterNations members**. This simplifies the cash point and prevents disrespectful members or party crashers from sneaking in unobserved.

Most locations are glad to receive over 80-100 paying guests on a working day. Along with the revenue generated from the sale of drinks and food, we introduce high-caliber clients who will probably return to the location. Furthermore, the venue will be promoted in our online community. All members of the community receive two mailings where the event location is featured. Changing venues for each event is helpful and exciting for members as they can acquaint themselves with the social scene of the city.

Set up:

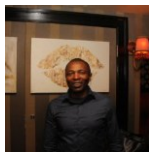
- The more room for mixing and mingling the better (bar tables with stools instead of a long table with chairs)
- For small Communities with up to 20 attendees at the event, a wine bar with simple furniture or a cozy pub are also suitable meeting places
- Switch up the location of the venue – one of the benefits of the monthly InterNations Official Events for new members is checking out new places in their new hometown!
- Please **do not host a get-together at a private home**. InterNations cannot be held liable for any damages that might occur and some people might be hesitant to come to a private residence or bring their friends along. Please also remember that the invites go out to the entire community and you probably do not know everybody...

The **Venue Factsheets** that we will provide you will help to explain InterNations to venue managers and provide you with some basic information about the activities of InterNations in your community. It is often the case that bar-owners or hotel directors are expats themselves – invite them to join our network and attend one of the events, this way it is likely that they will offer their venue for a future event.

You can also offer to send the owner an invitation to join InterNations. This will enable him/her to keep an eye on the guests on the event page. We also recommend inviting the owners of possible future InterNations Official Event locations to a get-together: this way they can assess the size and character of an InterNations Official Event themselves.

After the event, please consider asking the management of the venue to inform you of the turnover which the InterNations group made. Those figures will help you negotiate and find other locations in the future.

Kaslong Nda (InterNations Ambassador Boston)



Having witnessed great moments within the InterNations Community from the group events, gatherings with members, not forgetting invitations to weddings by members who met at our events, you feel connected and fulfilled in a humble way. The opportunity to mingle with people/new friends from different cultures and the belief that we are all looking for a friend to like and be liked says it all once you join the community of global minds, regardless of nationality, gender or beliefs.

Axel Becker (InterNations Ambassador Sydney)



Being an Ambassador for many years has significantly enriched my InterNations experience. Not only have I met global minds from all over the world but I was also able to share my experience with others. Ambassadors are role models for the InterNations community, are approachable and happy to give guidance to new members of their community. Overall this is a very rewarding experience and I can only encourage other members to become InterNations Ambassadors.



InterNations Paid Events

When communities and monthly events attract more people, this is better for our members. The fact that members of InterNations want to get to know each other in person is a unique attribute of InterNations in comparison to other online networks.

Communities that have reached a stable number of at least 60-80 attendees per event will organize their monthly get-togethers as Paid Events. Paid InterNations Official Events have already been successfully established in more than 190 of our most active Communities.

Brief Overview of Paid Events

- Free/reduced entrance for Albatross Members
- Basic members charged the equivalent of EUR 8.00 (minimum)
- Free welcome drink (or other special offer) for all attendees

Reasons for introducing Paid Events

- Incentive for our members to upgrade to Albatross
- Revenue for Ambassadors' expenses and venue costs
- Improves the overall quality of our events.

Free or reduced entrance to Paid InterNations Official Events is the #1 reason for members to upgrade their membership to Albatross. This is the reason we offer this benefit to our Albatross Members. It is important to ALWAYS offer three different price categories in the event: for Albatross, Basic Members and guests / members not on the guest list.

Second & Third Monthly Events

Our members enjoy the opportunity to meet and get to know each other in person. Therefore, we begin to implement more than one paid InterNations Official Event per month once the attendee rate reaches 60-80 per event for 3 months. This second, and in some cases third, Paid Event is usually organized by a second Ambassador Team, which we will help to find.

A second/third official event in a paid event community follows the exact same format as the first. We recommend leaving at least 5-10 days between the events. You are also free to vary the type of event, for example, from party to networking. In this case, it is beneficial to implement long-term planning with all the Ambassadors in the community and HQ to ensure the high quality of each event.

Event Models

Generally, we distinguish between two options that you can choose for your InterNations Paid Events:

Option 1: The Ambassador is the organizer

You handle the event and keep any outstanding revenue after the event yourself. This is to cover your own organizational expenses (printing of name tags, transportation, drinks), negotiating deals with the venues or offering specials, for example:

- Use it as a backup for future events, e.g. to cover unexpected costs

- Offer more than one welcome drink, drinks of choice, snacks or food
- Pay for specials: DJ, live act, raffles, surprises (e.g. photo wall), decorations
- Event helpers/hosts

For this option, we recommend that you check your local tax regulations with regards to income tax for the revenues/benefits you make at the events.

Option 2: The location is the organizer

In this case, the **operation of the event is handled by the location**. There is no revenue left afterwards as **all the money is kept by the venue**. Depending on the deal you negotiate, the venue should be encouraged to also cover the entrance with their own hosts or hostesses collecting money and passing out wristbands/poker chips at the door.

Negotiate with the venue on what to offer to our members with any additional funds that might result from the collected entry fees. Keep the quality of the event as high as possible with special offers such as additional drinks, raffle prizes, or finger food.

HQ will be happy to discuss the best option for you and your community. Please also note that whatever option you choose, we strongly **advise you not to sign any contracts** with the venue in your name or in the name of InterNations.

Event Deal

As part of the Paid Event model, there should be a special offer at our events. This is most commonly a **welcome drink**, or it can be snacks, finger food, and other benefits. This benefit is in return for guests paying an entrance fee.

In addition, the venue may also offer:

- Special price on two or three of their drinks, Happy Hour deals
- Free snacks, tapas or similar
- Free DJ
- Hosts/hostesses taking care of the check-in and cash desk
- Raffle prizes
- Coat check
- Security
- Valet parking

When negotiating special offers with the venue, always try to keep the costs as low as possible and **never** take a financial risk. **Every event should finance itself.**

Very popular venues may ask for a minimum consumption commitment. This is not recommended as you can never predict the turnout at an event. Ensure the deal with the location is 100% transparent and agreed upon before the promotion of the event.

Before agreeing on any deal, always consult the InterNations Team first as we want to keep you from running a financial risk! Ambassadors are not legal representatives of InterNations and you should not sign anything in InterNations' name, otherwise you will be held liable for any losses.

Remember, your negotiating power will change over time. The more members you have attending your events, the easier it will be for you to negotiate with a venue.

Pricing

InterNations has a worldwide pricing scheme for our monthly events. In order to give our members an incentive to upgrade to Albatross Membership, the entrance fee needs to be set as follows:

- Albatross Members: **free**
- As a minimum Basic Members: **EUR 8.00** (or equivalent in local currency)
- Not on the Guest List/Non-InterNations member/Other: **EUR 12.00** (or equivalent in local currency)

It is crucial to have a **price difference of at least EUR 8.00** (or equivalent in local currency) between Albatross Members and Basic Members in order to make upgrading to Albatross Membership more attractive for our Basic Members.

If there are additional services/costs to consider (such as the cost per person for a welcome drink or finger food), it may be necessary to adapt the entrance fee in order to **ensure that all costs incurred at the event are covered**. Should this be the case, please get in touch with HQ and they will be happy to work this out with you. The price of the event should always be reasonable, and members should feel like they are getting good value for their money in terms of price and goods and services offered.

Inform HQ of Deal & Pricing with InterNations

In order to avoid unpleasant financial surprises, we kindly ask you to fill out the section "Estimated cost" when you suggest an event online. Should something change in terms of the welcome drink price, etc., please notify HQ immediately. We do not want Ambassadors to run any financial risks and we cannot promote your event if we do not know the costs!

Estimated cost ⓘ
Estimated cost EUR (€) ▼

The InterNations Official Event Kit

Charging an entrance fee for an event means that a certain quality standard is expected. With the introduction of Paid Events, we will provide you with the **InterNations Official Event Kit**. This contains:

- Wristbands
- Banners

- Cash Box
- Direction Signs
- Name Tags
- Poker Chips
- Flyers
- Ambassador Pins

The kit will make your monthly event preparations easier; at the same time, it will give your get-togethers an even more sophisticated touch. **Please use this material at your events** as it increases the reputation of our events and promotes our high standard of quality.

During the Event: Check-in & Cash Point

It is important to have reliable staff at the door. You may choose your own “door staff”. Ambassadors may ask members in the community to volunteer, while others hire students, or make arrangements with the location to use their staff for the evening.

Whomever you choose, they should be trustworthy and responsible for the following:

- Checking members in using our Guest List Manager app
- Ensuring guests pay the entrance fee if they are Basic Members or not on the guest list
- Passing out wristbands according to membership & drink tokens for the welcome drink
- Handing out name tags

On the night of the event, the **wristbands, poker chips, name tags and a cash box with enough change** should be **handed over to the staff at the door**. Information and access to the Guest List Manager app should be given to the relevant persons in advance.

You will receive the **Checklist for Using the Guest List Manager** and a link to download it in your onboarding emails. You can also find those materials in the [Ambassador Resource Center](#).

It is often easier to divide the tasks between two “cashiers” to avoid long lines. One person can be in charge of checking guests in using the Guest List Manager app and collecting the entrance fee, and another one for putting the correct wristband around members’ wrists and handing out a drink token for the welcome drink to each guest. **Please remember to get these back from the bartenders after the InterNations Official Event is over.**

It also helps if the location provides an additional bouncer to control admission to the event as well. This will take some pressure off the entrance area and disperse any potential crowding.

Separate Albatross Entrance

If your community has more than 150 event-attendees and a relatively high percentage of Albatross Members, it makes sense to set up a separate entrance for them so that they don’t have to wait in line. We will also send you Albatross Entrance Signs in your Event Kit. Please use them to indicate where the Albatross entrance is.

After the Event

Make sure the Guest List Manager app data is synchronized and hit the “Finish check-in” button. Please send your contact at HQ a short email, detailing the final costs/revenue balance and any exceptional feedback or key learnings from this event.

Please send us the reporting sheet **2-3 days after the event**. The **Reporting Sheet** will be emailed to you by your contact at HQ when you join the Ambassador Team

Event Rating & Feedback

Just five days after your event has taken place, a feedback report will be emailed to you with a summary of demographics, ratings, and feedback from the event.

This can help provide you with a better insight into your community's characteristics, as well as useful tips for your next event. It can act as that extra bit of reassurance you need, to know you're doing a great job or provide you with more clarity when it comes to the community's needs and help you in creating more diverse events!

If you have trouble receiving the event report, please notify your contact person at HQ. The email will always be sent from mailrobot@internations.org to all Ambassadors listed within the host section of the event.

Checklist for Organizing Paid Events

You will also receive the **Checklist for Organizing Paid Events** in your onboarding emails. You can also find the checklist in the [Ambassador Resource Center](#).



InterNations Newcomers' Events

Newcomers' Events are specially designed events for new members. They are introduced in communities with a high number of new registrations each month and 3 monthly official events.

Only members who have joined InterNations or a new community in the last four months are invited to the Newcomers' Events. These events provide a more intimate setting where new members can interact with a smaller group of people. It gives our newbies the chance to learn about InterNations and everything the platform has to offer.

- Target Group:**
- Our newest members only!
 - Members are invited four times after registration or changing their InterNations home community.
 - Please be transparent and ask regular members to join our official events or activities instead.
- Purpose:**
- Smaller event for new members to meet people within a more intimate format (a guest list limit is implemented)
 - Additional get-together in communities with 2-3 official events
- Format:**
- Presentation about InterNations, its membership types, online & offline life
 - Consuls and other Ambassadors may participate to present their volunteer work and get-togethers
 - No entrance fees

Tip: You can combine a Newcomer's Event with an official event (one day after) to even get more newbies to join your events directly after!



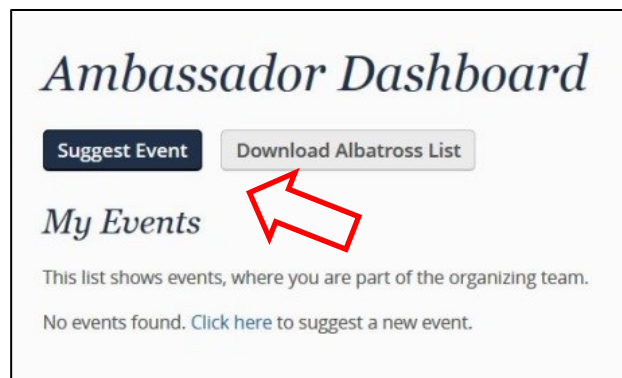
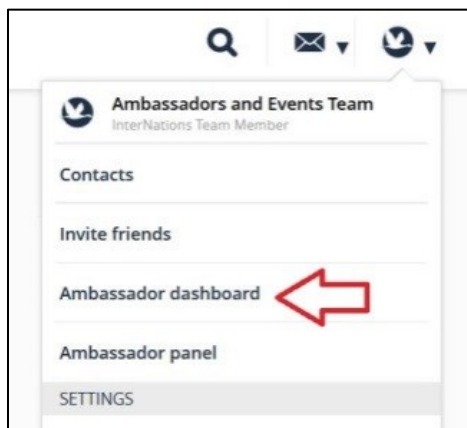
Posting Events Online

Once you have found a venue and made a reservation, you can then create the event post on InterNations and invite members to your event. In order to give our members enough time to plan ahead, please **suggest the event at least two weeks in advance**.

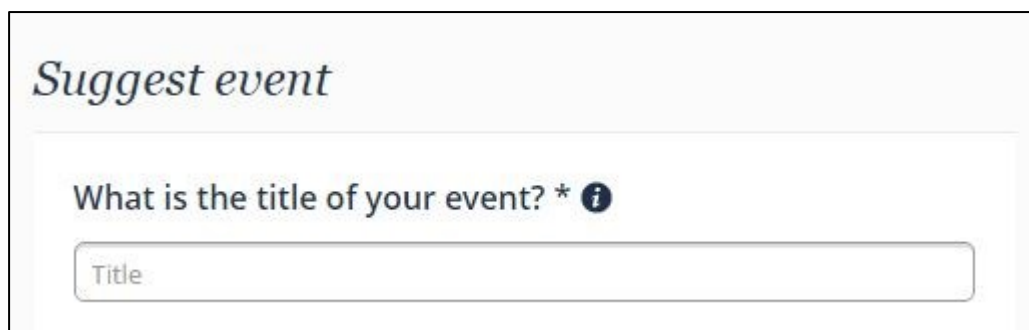
How to Suggest an Event

Please note: Only Ambassadors and InterNations Admins can suggest monthly InterNations Official Events on the website. (Private parties, birthdays, conferences, etc. do not count as InterNations Official Events. If you are unsure, please contact HQ).

1. Go to the Ambassador dashboard and click on “Suggest Event”:



2. Fill in all empty boxes of the form

A screenshot of the 'Suggest event' form. The form has a title 'Suggest event' and a first field with the label 'What is the title of your event? *' and an information icon. Below the label is a text input box with the placeholder text 'Title'.

3. Add dates, times, and a cover picture

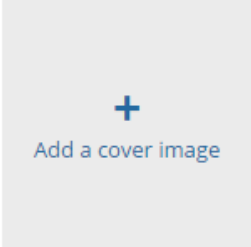
When will your event take place?

Starts *

Ends *

Upload your event cover photo *

Try to use a different photo each time you post a new event! Please note, pictures need to be in a square format otherwise parts may be cut off!



+
Add a cover image

4. Add a venue

If the venue has previously been used, you can find it by typing in the first few letters of the name. If it's a new venue, please provide HQ with the venue details so they can input it.

Where will your event take place? ⓘ

Community
Munich

Venue

Please choose a venue from the list. However, if your venue isn't in the list, **please leave this field empty** and notify your contact person at InterNations.

5. Define the entrance fee categories

If your event is free, leave the default setting on “No entrance fee or cover charge”. In case of a Paid Event please select “Define entrance fee or cover charge” and clarify the entrance fees as discussed with HQ. Only fill out the fields that apply for your event.

Category	Amount	Currency
Albatross Members	<input type="text"/>	EUR (€) ▼
Basic Members	<input type="text"/>	EUR (€) ▼
Not signed up for event (optional)	<input type="text"/>	EUR (€) ▼
+ Add another category		

6. Fill out the estimated cost

If your event is paid, please fill out how much money you expect this event to cost. Consider the deal you've reached with the venue and any other additional costs, for example for special decoration.

Estimated cost ⓘ

Estimated cost EUR (€) ▼

7. Explain the cost breakdown

If there are any costs associated to your event, please give us a brief breakdown all the costs you expect such as: event benefits (welcome drinks, finger food, DJ, decorations), printing (name tags), transport (for event materials).

Cost breakdown

8. Enable the waiting list

If your event has a guest list limit, you can also choose to enable a waiting list. So once the event's guest list limit has been reached members will have the option to sign up to the event's waiting list. As soon as there is room on the event guest the system will automatically notify them of this change and add them to event. Please note that once enabled the waiting list is irreversible.

Is there a maximum number of attendees?

Leave empty if no limit.

☒ Enable waiting list

Cannot be changed once form has been submitted

Join Waiting List

Please confirm that you want to put your name on the waiting list. We will let you know via email if a spot becomes available.

Confirm Cancel

9. Add your Co-Ambassador(s)

Finally, don't forget to select your fellow Co-Ambassador(s) working with you on the event, so they too can be listed as hosts. Those not selected will have to manually sign up to the event to appear on the guest list.

Working together? Add your Ambassadors as hosts to this event.

Laurabel Williams (owner)

☐ Angee Sherlock-Lynn

☐ Iryna Tustanovska-Valz

☐ Peter Winkler


☐ Janani Jae

☐ Nina Erli



Now, the event is now only visible for you. You can access and edit the event post through the [Ambassador Dashboard](#).

Let HQ know that you have suggested an event. Your event suggestion looks like this after publication:

InterNations Munich November Event @ Tor Club

 You are invited as a member of the Munich community

Accept **Decline** **More**

Starts in 6 days
Thu 05 Nov 20:00 - Fri 06 Nov 02:00

Tor Club
Sonnenstraße 24-26
Munich
[Show map](#)

Entrance fee

Albatross Member	Free
Basic Member	€8
Not signed up for event	€12

free welcome drink, DJ, exclusive venue

434 attendees

We are very happy to announce our first November event which will take place at Tor Club - located in the middle of Munich in close proximity of Sendlinger Tor! Come early if you would like to network and meet new people before our DJ turns up the music on the impressive dance floor! This is also a special occasion as it is the farewell event for our Ambassador Mac, who will step down from this role after the event.

The guest list will be closed at around 17:00 at the day of the event! Meet us at the Newcomers Desk if you are coming for the first time, by yourself or simply looking to meet new global minds!

[Read more](#)

Hosts

Attendees

Should there be **unforeseen changes in the event** (change of venue, time, etc.), please let HQ know immediately. We will send out an **update email** or highlight this information in the official reminder.


If the event is not in line with our guidelines, we reserve the right not to publish the event.

Official Invitation and Reminder Emails

Once the event has been posted, we will send an invite to all members of your community, ideally two weeks in advance. Following that, two days before the event, we will send an event reminder to highlight your upcoming event once more.

If you wish the event invitations and reminders to be sent out at a specific date and time, let HQ know. Mailings can be scheduled according to your local time and we are happy to take this into account.


Example Paid Event Invitation:

 **InterNations Munich**

EVENT INVITATION


Dear

We are glad to invite you to our first event in March which will take place at Helene Disco! Join us at this central location in Schwabing for an evening of mixing, mingling and dancing. The DJ will supply the tunes and every attendee receives a free welcome drink. Helene also has a great restaurant which opens its doors at 18:00. If you would like to eat before the event, we strongly ... [Read more](#)



You are invited as a member of the Munich community

Accept or decline



OFFICIAL EVENT

Spring Event @ Helene Restaurant & Disco

🕒 09 Mar 2017 20:00

📍 Helene Restaurant & Disco


👤 9 attendees

🔑 Albatross Member	Free
Basic Member	€10
Not signed up for event	€12

See you there!

InterNations Ambassadors Munich


Accept or decline



Living the InterNations spirit - Nobody stands alone!

InterNations is growing and many guests are new. Please welcome and introduce them to your friends. Live the spirit of connecting global minds and have a lovely time. Thanks!

Example Event Reminder:

 **InterNations**

EVENT DETAILS

Dear

Newly Discovered Jewel Of a Venue - Event @ Le Diamant is just around the corner. We look forward to seeing you on Friday. 1 fellow members will also be there.

Fri

31

Can't make it? [Cancel your attendance here](#) and give your free spot to another member.

🕒

Fri 31 Mar

18:00

Add to calendar with attached .ics file.

📍


Le Diamant (Restaurant)

National Tower 4th floor, White & Red building between Ethiopia Hotel & Stadium, with Debub Global Bank Branch on the ground floor


Addis Ababa

💰

Basic Members ETB350



 You are an Albatross Member ETB150

Come and meet 1 member



Emilio Kunze

HSBC Global Asset Management

See all attendees

See you there!

InterNations Ambassador Addis Ababa

Inviting Non-Members to the Event

You and other members can also invite people who are *not yet* InterNations Members. Simply go to the button “Bring friends” that appears in the top right corner once you have signed up for the event.

Please keep in mind that inviting this person to InterNations does not mean they will be signed up for the event. The person you invited will still need to accept the event invitation after they register and become an InterNations Member. This registration process may take 1-2 days.

Sending a Message to Attendees

This feature can be used to remind the attendees of specific matters relating to the event e.g. limited guest list, also in emergency cases such as a last minute change of location. Sometimes it is nice after the event to thank members for coming. You can send a message to attendees from the Ambassador Dashboard.

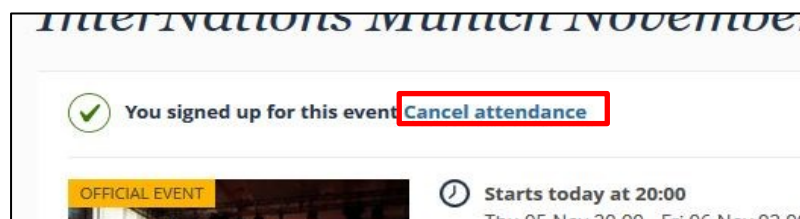
My Events			
This list shows events, where you are part of the organizing team.			
Date	Title	Status	Action
December 05, 2014, 7:00 pm	InterNations Kigali Christmas Event at Royal Garden Restaurant	published	Edit Message attendees View

Sign-Ups for the Event, Guest List, No-Show Rate

Members are able to confirm their attendance in several ways: They can click on the “Attend” button on the event page or in the “events” section, or on a link in the email invitation which will lead them to the event post to sign up for the guest list. The guest list will be updated automatically.

If you look at the guest list, you’ll notice that some of the members appear under the header “Members Attending for the First Time”; you might consider writing a personal message to such members to make sure they receive a warm welcome and to empathize certain aspects of the event. If you have a Newcomers’ Desk, you can invite them to approach it as soon as they arrive at your event.

It should be stressed repeatedly that guests who are no longer able to attend after accepting should officially cancel their attendance by clicking the “Cancel attendance” link on the top of the event post.



Unfortunately, there will always be a certain number of no-shows. On average about 40% of the members on the guest list don't show up to a Paid Event and about 20% in free events.

Event Post Options

As Ambassador you have special privileges on the event page. When clicking on the 'More' button on the event page, you will have the option to

- Close Guest List
- Print Name Tags
- Generate one-time password



Closing the Guest List

On the day of the event, please close the guest list before downloading it to your app to ensure that you have the latest version. Please make sure you close the guest list as late as possible on the day of the event so that last-minute guests can still register.

- Go to 'More' and click 'Close Guest List'.

Download the Guest List Manager App

You will need to download guest list of the event, so that your event helpers or people managing the door will be able to check in attendees using the app and can see their membership status (and therefore see who needs to pay an entrance fee). Even at smaller get-togethers, using the app is needed to see which members and how many came to the event. It also re-emphasizes the exclusive character of InterNations Official Events and helps to bring our events into the 21st century!

To brief your event helpers or door staff you can show them our [3 minute video tutorial](#) or at [our Guest List Manager Checklist](#) for more details on how to use the app before, during, and after the event.

Members who are attending an event for the first time will be marked as such when you check their member details on the app. Make sure to pay special attention to these guests at your event, to make sure they don't stand alone!

- Log in to the Guest List Manager app on your mobile device and download the guest list.

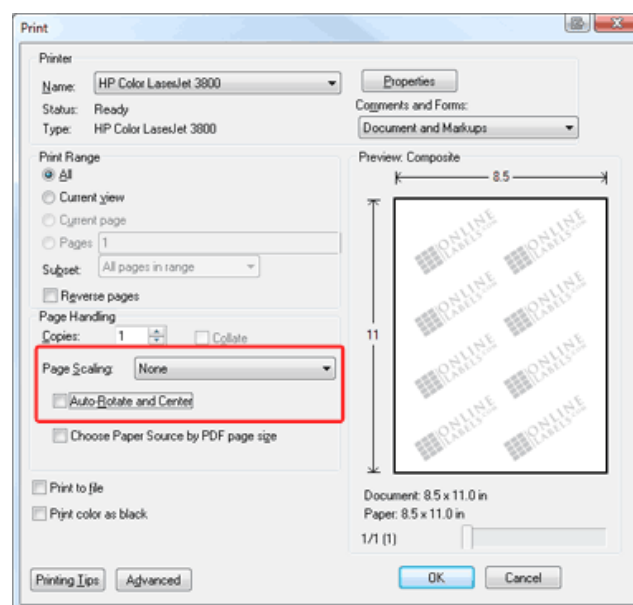
In addition to using the Guest List Manager app to check in your event attendees, the app is also available to Consuls to check in members attending their activity.

Print Name Tags

Our name tags feature the first name, membership type, country of origin, and the flag of every member. We therefore ask all our Ambassadors (in Communities that have already received our InterNations Official Event Kit); to print the name tags on our special InterNations stickers.

- Go to 'More' and click 'Print Name Tags'.

You will need a printer and name tag sheets. You will need to choose the paper format, which members you would like to have printed out (normally "All members"), and whether or not you would like to include their country flag – this only makes sense when using a color printer! Then click **download PDF** and print them out – voilà!



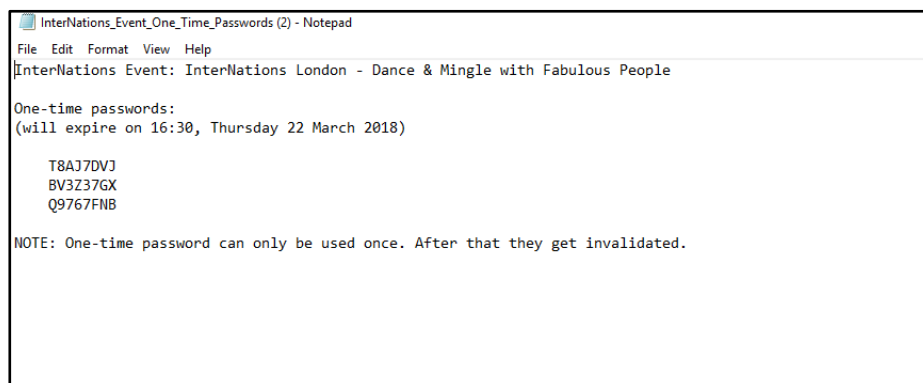
The layout of the PDF document is optimized for our pre-printed name tags, which we have included in the InterNations Official Event Kit. Please make sure that your printer is set in the required mode to print A4 documents, that the templates have been correctly inserted into the printer, and that the page scaling option for printing is set to "none":

Generate One-Time Password

If you have event helpers or people from the venue managing the door of your event, you are able to generate a one-time password for them. This will provide them with access to the guest list for the evening. You can generate one-time passwords, by selecting 'more' on the page of your event and the system will create 3 different passwords for you. Should you need more than three passwords,

just select 'generate one-time password' again and three more will be generated, you can continue to do this until you have enough passwords!

Example of one-time password:



Online Material

Most of the event materials will only be provided to our Paid Communities. However, our smaller Communities without an entrance fee can still receive some materials, like our InterNations name tags, in coordination with their contact person at HQ. They can also download some branding material from the [Ambassador Resource Center](#):

- Our [InterNations logo](#)
- [Table signs](#) to print out as cards and put on our reserved tables
- An [InterNations Fact Sheet](#) (e.g. for local & global advertising partners)

Hosting Your Event

Your Role as Host

As the person who welcomes all InterNations members and introduces them to each other, you will get to know your community quickly. Your position as the event host is the most important factor in making the gathering a success. By openly approaching everyone, welcoming them at the door, and introducing the members to new people; your guests will have a wonderful time. They will be back for the next event and may bring their international friends as well.

Inform Venue Staff

Please ensure the venue staff knows about the “InterNations” Event and to send your guests to your area. Depending on the customs in your country, talk to the waiters at the restaurant/bar and let them know that everyone pays for their own consumption in order to ensure that you are not left with any costs.

Taking Pictures during Event

It is always nice to have pictures of your event that can be shared on the platform. If you think you might be too busy acting as a host, just ask a reliable InterNations friend to help you out with taking pictures. Our photo galleries from past InterNations get-togethers are a popular website feature. Photos allow your community members to relive a memorable evening, to look up new acquaintances, or to see what they might have missed! So please make sure to bring a fully charged camera with you! In some Communities professional photographers volunteer to take the event pictures. There is indeed a noticeable difference in quality, and the photographers themselves are happy to have free PR and networking opportunities. Instead of financial compensation, you can offer to promote the link to the photographer’s website in the event post and invitation mails, as well as giving them the option to receive free Albatross Membership should they become your regular “event photographer”.

Dealing with Unpleasant Guests

Should members or guests at your event behave inappropriately, please ask them in a friendly way to leave. You can always ask security from the venue or fellow members to help you with this. If guests are promoting their business in an obtrusive way or bothering fellow guests, please ask them to moderate their behavior. In any case, please remember their names and report them to our Quality Assurance Team (support@internations.org) so that we can take action. Please refer to our [Event Guidelines](#) to see what would be considered appropriate conduct at InterNations Official Events.

InterNations Disclaimer & Ambassador Liability

You may have noticed that under each event post there is the following short disclaimer:

InterNations provides the infrastructure to organize events; members with a special membership status (“InterNations Ambassadors”) volunteer to organize events. These voluntary organizers do not represent InterNations as vicarious agents. In the case of gross negligence by the organizers, InterNations therefore does not accept any legal responsibility for damages. Furthermore, neither InterNations nor the event organizers assume liability for any loss of or damage to personal property, nor shall they be held responsible in the event of financial, physical, or emotional damage. To enjoy free or reduced entry, members are advised

to upgrade to Albatross Membership 24 hours prior to the event, otherwise InterNations cannot guarantee that your request will be processed in time.

We always aim to comply with our InterNations Community's country's laws and regulations as we do not want to put any of our Ambassadors in danger. The liability of an Ambassador is a delicate issue. Luckily, we have a member base that is well educated and does not cause problems at events, so we consider our events a safe environment. However, should it happen that a guest violates the local law at your event, we strongly advise you to contact the local law enforcement agency.

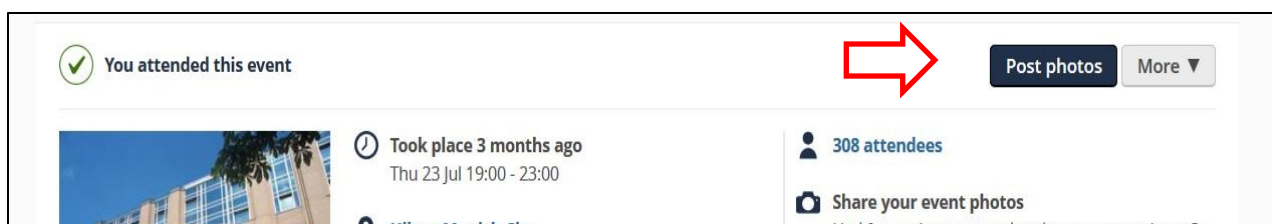
If an incident occurs, please contact InterNations HQ immediately and we will do our best to support you.

Uploading Photos after the Event

You have had a great event. Let's share it! After the event, the focus online will be on the photos. Our members are always excited to see pictures of the event. Therefore, the **pictures should be posted online as soon as possible**, ideally the following day.

To upload pictures:

- Go to the event post and click on the button "Post Photos" right next to the sign ups count where you can also read "Share your event photos".



You can add as many photos as you like. If you have an official event photographer or members who took pictures, encourage them to upload their photos as well!

Size & Quality

In order to upload quickly, you may want to compress and/or resize the pictures before you upload them. This can be done with a free picture editor, like Microsoft Office Picture Manager, or with image-editing software like Adobe Photoshop. Your image must be in one of the following formats: JPG, PNG or BMP and its size should not exceed 4MB.

Request to Remove Event Pictures

If a member asks you to remove their picture from the event photo album, you may delete it yourself if you posted the photo. If another Ambassador or member has posted it, please notify HQ and we will take care of it as soon as possible.

Feedback to InterNations Team

- Please let us know how the event went
- (for Paid Events: please keep us updated on your event's finances)

Your Online Role

Please log into the InterNations website on a regular basis to look at the local forum and to check your private messages. You are one of the first few people that members will contact when seeking advice. Your name, profile photo and the fact that you are an InterNations Ambassador in your InterNations Community can also be found by external internet users who are not members of our network. But, of course, only InterNations members are able to view your profile page and send you messages.

Requests from members

Members will contact you directly for advice and to ask questions. If you can, please respond to their requests on InterNations and if you cannot answer them, forward their enquiry to someone who may be able to (Group Consul, Changemakers Group Consul, InterNations Support: support@internations.org, etc.). Please note that members will be disappointed if they never hear back from you!

Important: If you choose to get email notifications for private messages on InterNations, please **DO NOT REPLY TO THE MAIL ROBOT!** These emails go to our mail robot and *never* reach the respective member. You must log into InterNations and use the internal message function in order to contact the members.

Standard Welcome Messages

Our system automatically sends out a standard welcome message to every new local member on your behalf. This way, we highlight the local focus of the network and point new members in the right direction. You will frequently get responses from members thanking you for the warm welcome. Please check these responses as new members often ask questions on that occasion.

Birthday Messages

In addition to the welcome message, our mailing system will also automatically send “Happy Birthday” messages to members of your InterNations Community on their birthday.

Moderating the Local Forum

The local forum is a discussion board which members can use to ask questions, offer tips, provide feedback, etc. These are divided into the following 5 categories:

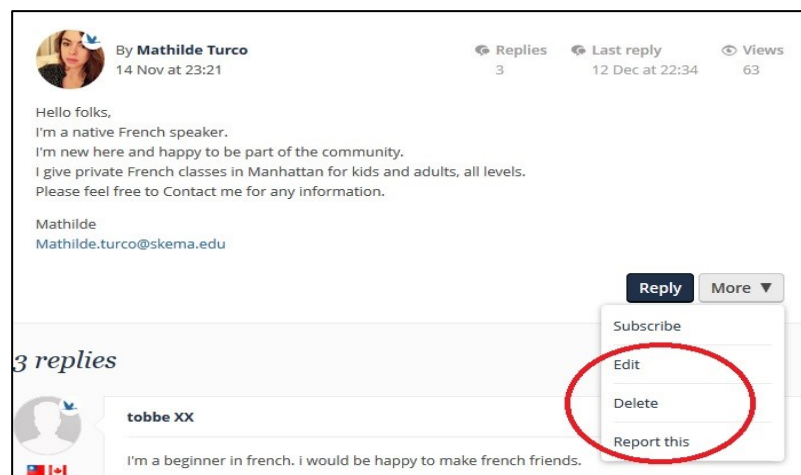
- Town Talk
- Expat Q&A
- Jobs
- Housing
- Marketplace

If you see an unanswered thread or comment in your community, please try to reply. We can assure you that everyone will greatly appreciate your input.

Administrative Functions

The forum can be found in the main navigation bar under “Forum”. As the Ambassador, you have the ability to edit or delete all comments and threads in your In **InterNations Community**. Please use these functions carefully and inform other members when you alter their threads for whatever reason.

Please keep in mind that any commercial posts are not accepted by our official [Forum Guidelines](#). You can delete posts yourself or forward them to us. Also make sure that activities are only promoted by posting the link to the activity post, since all other details such as meeting point, time etc. should not be published and made accessible for Basic Members.



- If you **edit a comment**, you can change its content.
- If you click on the “**delete**” button below **a comment**, it will be deleted in its entirety.
- If you **delete** the first post of a discussion topic, the **whole thread** will be removed.
- Use the **Report this** button when you find something that you deem inappropriate or offensive.

Reports to our Quality Assurance Team

If you intervene as a moderator because someone behaves in an offensive manner in your community (online or at your events), please report this to our Quality Assurance Team. Click on the “Report this” button to refer directly to a comment or profile or write an email to report@internations.org if you want to report several issues.

Resigning as an Ambassador

We know that volunteering as an InterNations Ambassador is not a full-time position and that you have professional and family obligations. The average length of an Ambassadorship is around 12 months. Since we at HQ are pretty dependent on you to keep the community flourishing, we appreciate it if you tell us about your decision at least one month in advance. A handover period is also usually expected. We will then announce your resignation and go through a process of finding a new Ambassador to fill in your footsteps. There are several steps to this process:

1. If you would like to recommend a replacement, please let us know
2. If you don't know anyone who would like to step in, we will send out a search message to the entire community or mention the ongoing search directly within an event post.
3. We interview people and select those who are most suitable
4. A new Ambassador is appointed and introduced to the community via a private message to all members.

Additional Information

- Please be aware that as an **Ambassador** you are unable to change your Home Community for the duration of your Ambassadorship.
- Any **technical problems** or **member-related issues** which you cannot answer yourself should be sent to support@internations.org; as well as **complaints** about **inappropriate user behavior**.
- Please note that there will be **approximately 30 new InterNations Communities** opening in 2018.

Membership Deletion

Members are able to [delete their own account](#) by going to Account settings → Membership → Delete Account at the bottom of the page. Should they face difficulties with this, please have them contact support@internations.org



Activity and Changemakers Groups

InterNations Groups focus on a specific hobby or interest, such as biking, dining, cinema, etc. Members with the same interests can enjoy activities together on a regular basis, and at the same time get to know one another in a more personal atmosphere. In addition, groups provide members with yet another opportunity to meet offline, create a more personalized community, and build their social network abroad.

The Groups feature was introduced in the second quarter of 2012 after members expressed their interest in not only meeting at big events, but also in getting together more frequently in a more personal environment. Currently there are **over 4,200 groups** worldwide, with an average of 40,000 sign ups a month!

Groups, combined with monthly events, work together to add value to InterNations' premium membership, providing an incentive for upgrades, as well as drawing more members to the platform. There are a few basic but crucial points which define activities, and which differentiate an InterNations Group's activity from an event. These are:

- Activities are **for Albatross Members only**
Exceptions to this are Changemakers Groups which are free for both Basic and Albatross Members.
- Events are for everyone in the community and can bring together up to 1000 members, while activities are kept **smaller and are focused on certain interests** and hobbies.
- Groups are maintained by **1-3 Group Consuls** and Changemakers Groups by 1-6 Consuls. They commit to planning at least one activity per month.
- Activities can be posted by all Albatross Members as well as by the Consul(s). However, Consuls can delete or edit activities posted in their groups
- At Paid Events, there is a price split between Albatross and Basic Members, while an **activity never has a price split**.
- Activities are distinguished from events in the events tab by a different design.
- Activities, in contrast to events, are **not promoted via a general invitation mail** to the community, but via our weekly Groups Newsletter and [Start Page](#), featuring automatically selected activities and new groups. Moreover, Group Consuls and hosts can promote their activity via personal invitations on InterNations.

Activities can fall into nine main categories:

- Culture & Entertainment
- Dining & Nightlife
- Sports & Leisure
- Business & Networking
- Nationalities & Languages
- Women only
- Family & Kids
- Miscellaneous

- Volunteering & Charity. There is a maximum of one Changemakers Group per community coordinated by a maximum of 6 Group Consuls and launched by the Changemakers department at InterNations HQ.

Should your official monthly event fall into any of the aforementioned categories, please understand that we will not consider these as official events. We instead urge you to post this “event” as an activity in the appropriate Group.

Activities and Events - Let's work together!

As Ambassadors, you spend a lot of time organizing and planning your official events, so in order to ensure that a nightlife activity does not take place on the same night as your event, please take advantage of the possibility to publish your event as soon as possible to save the date.

To utilize this feature, please notify your contact at InterNations that you would like to reserve a date for your event. You can then suggest your event even if you haven't filled in the entire form yet. This way, Consuls have the opportunity to plan around the event.

The more events and InterNations Activities in a community the better! However, sometimes an activity may fall on the same night as an event.

Should this happen, please ask yourself a few questions, such as:

- ☐ How large is the guest list?
- ☐ What is the nature of the activity?
- ☐ Is it similar to my event?
- ☐

Asking these questions will help you accurately decide if the activity is indeed in competition with your event. If you find that you answer “yes” to these questions, and the guest list is comparable to your event, please notify our team and we will be happy to assist you.

If you are interested in starting an InterNations Group yourself or would like to have more information about them, please contact activity-groups@internations.org directly, or your coordinator at InterNations in Munich. Similarly, if you notice anything unusual about a Group (such as it being used for commercial purposes), please notify us, and we will be happy to take a closer look. We greatly appreciate members keeping an eye out for the platform!

If you or another member are interested in starting a Changemakers Group or would like to have more information about them, please check the next chapter or contact activity-groups@internations.org.

InterNations Changemakers: Make a Difference in Your Community

The Vision

Together we can make a difference!

InterNations believes that global change starts with every one of us helping out in our communities. The InterNations Changemakers is a worldwide initiative that involves several thousand InterNations members, who donate their time and talents to people in need. No matter if Basic or Albatross, all InterNations members have the possibility to join the activities of their local Changemakers Group and do something good for the disadvantaged people in their community.

Would you like to make a difference? There are several ways to get involved.

Become a Volunteer:

You can join the Changemakers Group in your InterNations Community. Sign up for one of the upcoming activities or ask your Consul how you can help. If there is no Changemakers Group in your community yet, please have some patience; we are currently working on the global rollout of our Changemakers Program. Alternatively, it's equally possible to involve charity in one of the official events or in other groups.

- Changemakers Groups are free for both Basic and Albatross Members.
- There is a maximum of one Changemakers Group per community coordinated by a maximum of six Consuls and launched by the Groups Team.

Organize a Charity Event:

This means that you have fundraising or goods collection included in one of the official events. Get in touch with your contact person at InterNations and let them know about your plans. They will send you more information about organizing a charity event. Just keep in mind that in order to be approved, certain requirements need to be fulfilled:

- Donations must not be included in the entrance fee
- Donations from attendees are made voluntarily
- NPO supports a relevant cause
- NPO is not politically or religiously affiliated
- NPO has a transparent application of funds
- NPO can provide InterNations with a reliable contact person

After the charity event, make sure to complete the [reporting form](#) that you will receive from your contact person.

Thanks for making a difference in your community!

InterNations Public Relations

If you enjoy organizing events and networking, you probably already have many contacts and perhaps even know a few journalists and reporters. You are welcome to promote InterNations to the local media, the embassies, the local international chamber of commerce, etc., should you have any contacts in these areas.

If the media is interested in writing a feature about your community, our Public Relations Manager will gladly support you with their requests. They can give you extra tips and information, which could be relevant for the interview or article. Get in touch via email: press@internations.org.

Our PR Manager will:

- Assist with any requests from the press and with interviews
- Take over the correspondence and/or interviews with the press, should you feel uncomfortable doing them or do not have time
- Give all the information required for the local, regional or national press, including
 - InterNations Corporate Fact Sheet (download latest version in the [Ambassador Resource Center](#))
 - FAQs (download latest version in the [Ambassador Resource Center](#))
 - Customized press releases and official photos will be sent to the press upon request

*Please note that it is **not the role of the PR Manager** to support communities with individual requests such as sponsoring, how to make the community grow, or to contact embassies, chambers of commerce and consulates.*

Please inform HQ of any requests from the local press. The editor should include a link to the InterNations website in the article, thus making it more valuable to both parties and enabling readers to find us faster.

Working with the PR Team

The goal of the Public Relations Team is to promote InterNations in the press and many times, this involves cooperation with the Ambassadors.

Below is a list of common scenarios in which you may be contacted by the Public Relations Team or may need to get in touch with them.

Interviews

In the [Ambassador Resource Center](#) you can find the following documents:

- The Ambassador & Consul Interview Manual
- InterNations Fact Sheets with general information about InterNations (available in English online; for German, French, Spanish and Italian contact your coordinator at HQ)

You contact at HQ can also provide:

- Information about the Expat Insider survey or the Changemakers Program (available in German, French, Spanish and Italian)
- Founder Biographies (available in German, French, Spanish and Italian)

Press Invitations

When a journalist wants to attend an official event, the Events and PR Teams will decide what can be offered to the journalist in that particular community prior to the press invitation being issued. You, the Ambassadors, will be asked if you feel comfortable hosting the journalist and discuss what can be offered (e.g. free entry, welcome drink). Exclusive press invitations are created by the PR Team and tailored for each journalist and official event ensuring free entry. Specific information is required for this: the journalist's name as well as the time, date and location of the event that they are attending. Press invitations are then sent directly to the journalist by the PR Team. If the journalist was contacted by an Ambassador, the Ambassador should also provide the journalist's contact information so that the PR Team can send them the press invitation and any other relevant information directly. In some cases, a journalist will ask to attend an event very last minute. In this case, your contact person at headquarters will notify you that a journalist will be attending.

Press Requests

The PR Team often gets press requests from journalists around the world searching for a specific expat profile. Examples of requests include a journalist looking to speak to an expat living in Brazil or even something more specific, such as a German expat living in Johannesburg. When this is the case:

1. The PR Team will contact the Community Manager in charge of that community about the request asking if they are aware of any Ambassadors living in or from a specific country who would be interested in taking part in an interview.
2. Your contact person will pass your details (with your approval) to the PR team member who will forward them onto the journalist to get in touch with the Ambassador directly. If the journalist requests a written interview, you would be contacted by our PR Team who will send the questions.
3. The PR Team will always provide additional documents to the Ambassadors or members to help prepare them for interviews.

CEO Trips

The founders regularly travel to InterNations Communities around the world, where they attend official events. When there is already an event planned:

1. Your Community Manager will brief the CEO about your event
2. The PR Team will contact journalists about the event with the aim of getting them to attend, speak to the co-CEO and/or Ambassador and afterwards write an article.
3. If a journalist is interested in attending, the PR Team will provide them with a press invitation and forward the journalist's details to the Ambassador to ensure that they are given free entry.
4. If the journalist is also interested in speaking to / interviewing the Ambassadors organizing the event, the PR Team will send the latter the relevant additional documents beforehand.

Birthday & Marketing Events

(or other similar campaigns planned in cooperation with the PR Team)

In the case of a big campaign by the Ambassadors or the Community Manager:

1. The PR Team will send out a press release (or invitation announcements) to the press for which they will need to be provided with all the details on the events taking place.
2. If a journalist is interested in attending, the PR Team will provide them with an exclusive press invitation and forward the journalist's details to the Ambassador to ensure that they are given free entry.
3. If the journalist is also interested in speaking to / interviewing the Ambassadors organizing the event, the PR Team will send the latter the relevant additional documents beforehand.

If Ambassadors Contact Journalists Directly

Ambassadors occasionally get in contact with journalists themselves and invite them to official events in their InterNations Community. If a journalist is interested in attending an official event:

1. Your Community Manager should let the PR Team know the name and details of the journalist so that they can provide them with an exclusive press invitation and the additional documents with information about InterNations.
2. The PR Team will share any clippings that come as a result of the journalist's attendance with your contact person so that they may then share them with you.



Corporate Partnerships

Ambassador Event Sponsoring Guidelines

As an Ambassador you may be approached with **commercial sponsoring opportunities**. The following document provides the two main types of these opportunities, describes how to handle these kinds of situations and defines the benefits for you and your community.

Local Event Sponsoring

Your local events are your brand and represent your community. When these events are successful, you may be given opportunities to bring in sponsors on board. Below are the guidelines with regards to bringing on sponsors for events.

a) Financial sponsor - the sponsor provides financial support for the event:

If a company would like to contribute or completely cover the costs of one of your events, you may offer online and/or offline exposure in return. The sponsor may receive the following, depending on their financial contribution:

- a. Online
 - i. Mention in the event post with a link to their website. For example: Tonight our welcome drink is sponsored by Brand X – please thank our sponsor by visiting their online store at www.brandx.com
 - ii. Mention in the invitation e-mail that is sent out to local members: text would be similar to the one above.
- b. Offline (****subject to venue, Ambassador and HQ approval**)
 - i. Banner at the event
 - ii. Stand at the event
 - iii. Possibly handouts – product demo or sample
 - iv. Mention and thanks in welcome speech by Ambassadors
 - v. Flyer distribution when people are leaving.
 - vi. Other requests are subject to approval

The objective is to improve your event, and this type of sponsor must be communicated to and approved by your coordinator at HQ. These requests will not go through the InterNations Corporate Partnership Team.

Invoicing must be done locally. InterNations HQ will not get involved in this respect. It is most practical that the facility invoices the sponsor for the welcome drinks/venue/food/DJ/etc.

b) In-Kind sponsor – sponsor provides products at the event:

In this case, a company is interested in providing the drinks, food, special products or some other non-financial benefit. This type of sponsorship may receive similar exposure as the aforementioned case; however, this will be determined relative to what they are providing. The benefits are subject to venue approval and the approval of your coordinator.

This type of sponsor must be communicated to your coordinator at HQ but will not go through the InterNations Corporate Partnership Team.

Ambassador Commission Opportunities – Sales Leads

As an Ambassador, you may be approached with **commercial opportunities where you can earn a commission.**

If a company is interested in advertising opportunities and potentially entering into a partnership with InterNations, we have a selection of advertising products available. These aim to help promote both local and global companies to the largest expat community in the world. Once you forward a lead to the Corporate Partnerships Team, our team will contact them within 48 hours, send them an introduction to the local opportunities in your city and provide them with the relevant media kit. The media kit provides details of InterNations' member demographics, membership numbers in your community, and our partnership opportunities.

The benefit of providing a sales lead is that if any products are sold thanks to your lead, we provide you, the Ambassador with a commission on the net initial sale, payable as soon as the client has paid. The level of this commission is dependent on the type of advertising products sold: in most cases it will be 20% of the net initial sale, but in special cases, like when a successful Global Partnership is formed based on your lead, the commission will be determined on a case by case basis.

When submitting a Local Advertising Partnership request, please ensure you include a short personal introduction of the contact person with details of their company and contact information. Send all requests to: partner@internations.org.

Partner Event Advertising

A new advertising placement has been added to our event calendar to promote external partner events. From time to time external events, such as info sessions for MBA programs, will be listed as a partner event. This is not an InterNations Official Event and will function as a stand-alone ad.

If you have any questions about partner events, don't hesitate to reach out to your contact person at InterNations HQ.

InterNations & Social Media

InterNations is a social network in its own right. Nevertheless, we feel it is important for us and for our members to be represented on most global social media platforms as well. Following is a brief overview of our official social media profiles and policies:

Facebook

This is our official Facebook Fan Page <https://www.facebook.com/InterNations.org>, where we share interesting articles about global and expat-relevant topics. We want to offer our members an additional way of connecting with the InterNations brand and also answer any questions newcomers or potential members might have. Photos from events are featured on our fan page on a regular basis.

We also use our Facebook account to advertise InterNations Official Events. They are not visible for visitors to our Facebook page, but they run as ads for roughly one week prior to your event.

Twitter

Via our official Twitter profile <https://twitter.com/InterNationsorg>, we can retweet any InterNations Event promoted by our Ambassadors and members via their personal Twitter accounts, and we are more than happy to connect with you! You can send us an email with your Twitter handle and a short introduction to socialmedia@internations.org

Give us a shout by using #InterNations or tagging our account (@InterNationsorg)!

Instagram

Our Instagram account: www.instagram.com/internations.org

Here we are sharing lots of travel and expat-related content and look forward to interacting with you! Feel free to show us your expat-related pics using #GlobalLocal for a chance for us to re-post your picture! And make sure to use #InterNations with your event pictures!

Google+

The InterNations Google+ Page <https://plus.google.com/+internations/posts>, much like our Facebook page, is used to share interesting articles about global and expat-relevant topics. Feel free to add us to your circles, give us a +1, share and comment on our posts!

YouTube

On our official YouTube channel <https://www.youtube.com/user/InterNationsVideos>, we share videos from our events and activities all around the world! So, if you or someone you know made a video at one of your events, please upload the file to your personal account, send us the link and we will add it to one of our playlists. We highly suggest being mindful of any copyrighted images or music that you may be using in your videos.

A Note on Creating Social Media Profiles for Your Community

We greatly appreciate it when you announce upcoming events with Twitter and Facebook via the “More” button on the event page. You can share the event on your own Facebook Timeline or in a

Facebook group or send us your favorite event pictures. However, we ask that you do not open your own Facebook page for your community or create separate events/guest lists on other networks because:

- InterNations is a closed network, while Facebook is an open network – meaning everyone can join and we cannot guarantee exclusivity and privacy to our members on Facebook.
- The same goes for events created on Facebook: We appreciate that our Ambassadors want to do their best to promote their events and we try to support you in every way we can. However, creating event posts for InterNations Official Events on Facebook potentially leads to a lot of confusion: If people do not sign up to the event on InterNations, their names do not appear on the official guest list and we lose track of the number of attendees.
- Social media is increasingly used and understood as a customer support channel. In order to meet peoples' expectations, administrators of a brand's Facebook page have to invest a considerable amount of time and resources into answering support requests. This is not something we expect you to do for us! However, as unanswered complaints or questions reflect very badly on our brand, the best way forward here is to make sure that people come to the right place for their questions and concerns to be answered – and that is the official InterNations Facebook Page.
- Last but not least, branding. Social media in general and Facebook in particular are important communication channels for us. As most communication happening on social media is public, this is also a very important element of our brand strategy. It is important for us to be able to communicate with "one voice" – having 392 different Facebook pages communicating in our name but without our control would make it impossible for us to do so.

If you open a local InterNations Instagram Account, please make it clear that your account is not an official account. To do so, please include the text "Ambassador account" in your profile. Please keep in mind that people will still associate your account with the InterNations brand, so content should be presented professionally and with our international audience in mind. If you would like to promote your events on Instagram, please make sure to use #InterNations and mention @internationsorg so we can see your great event pictures!

We hope you understand our reasoning! That being said, feel free to share, retweet, and link away! We also regularly host contests on social media for our InterNations members, so keep an eye out for how you can participate and win!

Your Contacts

Please don't hesitate to contact our dedicated team members at any time.



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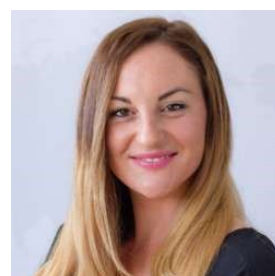
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We hope that these “Ambassador Guidelines” were able to answer most of your questions and have provided you with some clear guidelines and insight into what an Ambassador’s role entails. We know that you are very busy with your professional and social lives, and we are grateful for your commitment to InterNations.

If you have any other suggestions for improvement, please don’t hesitate to contact us!
Thank you!

Your InterNations Team in Munich



Living the InterNations spirit – Nobody stands alone!