

Press Release

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PUERTO RICO CONVENTION BUREAU REVAMPS AMBASSADOR PROGRAM

San Juan, September 12, 2007 – Ana María Viscasillas, president and CEO of the Puerto Rico Convention Bureau (PRCB), announced today the new and reinforced Ambassador Program. The Program will have new tools to help the organization recruit future Ambassadors that can influence groups to choose Puerto Rico as a convention and meeting destination.

The revamped program, with an investment value of over \$700,000, will have three main strategies: generate **awareness** of the impact of this program for the economy of Puerto Rico, **recruit** potential Ambassadors and provide **recognition** to their efforts.

The program will have a comprehensive and integrated advertising campaign in Puerto Rico and the US Hispanic markets with an emphasis in generating awareness and recruitment. The new ad campaign will have a stand alone and independent identity and will run in national and regional newspapers, business and specialized magazines, radio and industry websites. Ambassadors will also have a new dedicated web page where they will be able to access the latest destination information, network and post feedback in a password protected section.

Public Relations efforts will also be implemented in Puerto Rico and US Hispanic markets with emphasis in generating awareness and providing recognition. News media interviews will be conducted in San Juan, Chicago, Miami, New York and Washington D.C. An on-going press program will highlight the Ambassador’s achievements and experiences and provide coverage to the events generated in Puerto Rico.

The key industry sectors that will be targeted during the 2007-08 fiscal year will be: medical associations, pharmaceutical, education, technology, sports, entertainment, finance, banking and insurance. Recruitment and lead generating events will be held in Puerto Rico for these markets. Four events will be held in the US markets in Chicago, Miami, New York and Washington D.C. for all industries and associations that apply. As part of the recruitment efforts, a scouting committee will be created with a group of executives as honorary members that will spearhead the program, as well as develop a list of the potential Ambassadors. The scouting committee will provide recommendations to the PRCB and will also be involved in the selection committee of the Distinguished Ambassador recognition.

“This is the perfect time to present our strengthened Ambassador Program to contribute to the Island’s economic development. We are looking for leaders in the business, association and/or government segments whose contacts and involvement in national and international organizations can generate new group business. Once the contact is established we, at the Bureau, do the work and the Ambassador gets the credit. If we expand our circle of influence with this Program we can surely convince many association leaders to bring their groups to Puerto Rico”, stated Ana María Viscasillas, president and CEO of the Puerto Rico Convention Bureau.

The meetings and conventions industry in Puerto Rico generates yearly revenue of approximately \$900,000 MM. The Ambassadors Program - completely voluntary - has been a very productive extended sales team for the PRCB representing up to 20% of the total sales production. Ambassadors provide the essential contacts and leads that give Puerto Rico an advantage in the competitive world of convention site selection. They are passionate and knowledgeable advocates of the economic issues affecting the quality of life in Puerto Rico. Their efforts can have a real impact on the economy of Puerto Rico – for example, a convention of 500 people for 4 days can generate up to \$1.2 million in revenue.

The PRCB Ambassador Program is for Puerto Ricans and/or friends of Puerto Rico, who can assist or refer a contact to promote the destination to their respective organizations as well as their business circles. Those interested in joining the program should call Miguel Hernandez at 787-725-2110 extension 5099, write to mhernandez@prcb.org, or access www.ambassadorpr.com.

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EDITOR'S NOTE:

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$125 million to the local economy. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also earned accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries. The Bureau can be reached electronically through the Internet at info@prcb.org or at its website www.meetpuertorico.com.

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