

New Millennium Group
Ambassador Action Group
www.nmgonline.org

The Ambassador Program is a multi-tiered marketing initiative that will assist local employers recruit middle and upper-level executive/professionals to the Buffalo Niagara Regional marketplace. NMG and the Buffalo Niagara Partnership (BNP) will jointly administer the program.

Recruit *Ambassador Action Kit:* a quality of life brochure, heavy on graphic and photographic imagery that captures the region's diverse assets. Meant for use as a recruitment "container" to hold company specific information. Also expected to be used by Realtors for relocation efforts.

Ambassadors: NMG will provide Ambassadors, as requested by area companies, to individuals who are considering relocation to the Buffalo Niagara region. The role played by the Ambassadors will be complementary but *independent* to the interview process.

Retain Ambassador Follow-up–Involvement in NMG or other group– Integration into WNY life.

Entertain Weekly mixer–Thursday in the City–5:30-8 PM–Empire Brewery–Main St., Downtown Buffalo

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