

# Ambassador Briefing Pack

## Thank you for volunteering your time to be a RSB ambassador

Ambassadors are enthusiastic, active and engaged members of the Royal Society of Biology (RSB) who act as the key contact for the Society within their workplace. Increasing the reach of the Society, ambassadors will represent the RSB at several internal events per year. They will represent the RSB, promote the work of the Society, and engaging new and current members with Society opportunities and the benefits of membership.

This briefing pack outlines the communications and resources available to you. Further links can be found at [www.rsb.org.uk/ambassadors](http://www.rsb.org.uk/ambassadors)

We look forward to working together with you and thank you once again for your ongoing commitment to supporting and promoting the science of life.

## Communication with the RSB

### Your main contact point at the Society

We have a dedicated inbox for communications, which is monitored by two members of staff in the RSB membership and events team. Contact us at [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk)

### Monthly updates

Once a month, you will receive an email update containing RSB news and policy updates, as well as opportunities for you as an RSB ambassador such as grants and events to attend. These updates may also contain information for you to circulate within your networks.

### Quarterly video calls

Once a quarter, we will host an ambassador video call using [Zoom](#). These will be for the RSB to share relevant updates and deliver any training needed, and for ambassadors to share their experiences and build connections. We will book call dates based upon majority ambassador availability using a [doodle poll](#), which will be sent to you in advance.

### Ideas?

Please keep us informed about any events you are delivering or attending, recruitment campaigns you would like to run, and further ideas you have. We will work with you to support these activities, and aim to share highlights with all ambassadors to fuel further ideas and collaboration.

## Representing the RSB at an event

Events are a brilliant way to harness dedicated time with a group of people. As an ambassador, we request that you attend or organise a **minimum of 1-2 events per year**, either online or in-person within your workplace, to represent the RSB and promote the work of the Society and the benefits of membership.

## Suggested event ideas

We are very keen to hear about any new ideas you may have for events. To get you started, here are a few that have been successful:

- Attending an onsite event, such as a biological sciences careers day or research conference, with a stand of literature
- Hosting an event, such as inviting an RSB staff member to deliver a lunchtime seminar, an RSB Fellow to give a talk, or collaborating with a forum based at your institution (for example, a biosciences society, postgraduate research society, or lab group)
- Doing a short membership talk, using RSB slides, during student welcome week or when a new cohort joins
- Coordinating an event with an [RSB regional branch](#) at your workplace
- Collaborating with another ambassador, such as inviting the ambassador to speak to your students

## Before the event

### Notify us

We ask that you tell us about events you're intending to host or attend, via email, as we would like to offer our support and take note of your activity to measure and evaluate our impact.

### Planning to host an event?

Please send us a completed risk assessment form for any in-person or online event you are hosting. If you do not already have one from your organisation, please complete the RSB event risk assessment form at [www.rsb.org.uk/toolkit](http://www.rsb.org.uk/toolkit) and send to [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk)

## After the event

### Post-event impact form

To help us monitor the impact of the ambassador scheme, we kindly ask that you [complete this survey](#) to record:

- Event name, location and date
- Number of people who attended, and if anyone completed the membership interest forms
- Your personal event highlight
- Any pictures from social media and/or related social media posts

## Facilitating new members to join

Members are essential to the Society and our work, and we look forward to working together with you to spread the benefits of membership. We want to support you to engage more people at your workplace with the RSB and, where appropriate, to actively encourage eligible members to join.

We have several tools detailed below that will help you to do this.

### **The online membership promotion toolkit**

A range of downloadable resources are available for you to use to promote the benefits of RSB membership, including more information about RSB membership grades, FAQs, promotional and presentation materials for use at events, interest forms for potential members to fill in and PowerPoint presentations.

You can access all of these at [www.rsb.org.uk/toolkit](http://www.rsb.org.uk/toolkit)

If you have ideas for amending current resources, creating additional resources, or have any questions you need answering, then please let us know at [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk)

### **Membership promotion email template**

We will be sharing promotional email templates with you at certain points of the year that will be easy for you to share internally. We aim to work with you to promote membership to your colleagues in May for our #MembershipMay campaign, and where relevant, to promote student membership at the start of a new term. In the meanwhile, if you would like a membership promotion email template to circulate within your institution, please contact [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk)

### **Email signature**

You are welcome to attach [this image](#) to your email signature, signifying that you are an official RSB ambassador.

### **Membership interest forms**

Due to the [General Data Protection Regulation \(GDPR\)](#) and remote working, we no longer offer paper forms.

### **Quick join links**

Instead of paper forms, each ambassador is given a unique 'quick-join' online membership form. This link is for you to include in email correspondence, hyperlink to your ambassador signature, or to send to someone who may wish to join the Society. This will trace the person's application to you, and make it easier for them to join the Society. More information will be provided about this throughout the year.

### **Email introductions**

You are welcome to introduce a potential new member to the Society via email by copying in [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk)

## **Collaboration**

We are keen to facilitate collaboration between RSB ambassadors and interested groups.

### **Annual networking meeting**

Ambassadors will have the chance to meet each other, network with other RSB volunteers and receive key updates from RSB staff at the annual networking meeting, held in conjunction with the annual RSB [All Branch Meeting](#). This takes place in spring.

### **Profiling online**

This is to help promote Ambassadors' activities, both professionally and as an Ambassador of the Society.

### **RSB website**

We will ask for your photograph, an email address to contact you on or a link to your page on your institutions' website, and your preferred social media ID (e.g. Twitter handle, LinkedIn profile). This will be displayed on the [ambassadors](#) webpage to facilitate people who are looking for the RSB key-on-site contact to contact you.

### **Writing for *The Biologist* magazine**

If you would like to be profiled in *The Biologist* magazine, write about something new that you're working on, or have an idea for an opinion piece, please let us know. Our editor will be notified and will contact you.

### **Social media**

We will explore when and where it's appropriate to share ambassador related news on social media. Please feel free to tag [@RoyalSocBio](#) on Twitter if you post anything related to your ambassador work with the Society.

### **RSB Regional Branches**

The Society has [16 regional branches](#) in the UK, led by a board of members from that particular region. They run a variety of events, including social events, public outreach activities and small conferences. You can contact your local branch committee by visiting their [webpage](#).

### **University student-led Biosciences Society (HE Ambassadors Only)**

We encourage collaboration between Ambassadors and student led Bioscience Societies within your institution. You can find a list of RSB-affiliated BioSocs on [our website](#).

### **RSB registered Bioscience Societies**

If your University has a Bioscience Society registered with the RSB, then we will introduce you by email to our point of contact there. We'd like to encourage you to work with them, for example, to help you source students to volunteer at your RSB Ambassador events, or to collaborate on an event together.

### **Bioscience Societies not yet registered with the RSB**

If you are aware of student led bioscience societies within your institution, and we confirm that they're not yet registered with the RSB, please put us in contact with them so that we can invite them to become registered with us and benefit from the above. Benefits of their registration can be found at [www.rsb.org.uk/biosocs](http://www.rsb.org.uk/biosocs)