

# POSITIVE IMPACT AND LEGACY

Glasgow Convention Bureau established the Positive Impact and Legacy Team in 2023 to help conference organisers extend the impact of their conference beyond the walls of the venue.

GLASGOW  
CONVENTION  
BUREAU

## Why?

- ◆ Leave a lasting impact on the conference destination and its people
- ◆ Enhance the reputation of your conference and association
- ◆ Align your conference activity with the goals and aims of your association
- ◆ Raise awareness for your campaign or public health message
- ◆ Engage new audiences
- ◆ Build on your positive impact year on year

## How?

- ◆ Take part in a workshop with us to identify an impact goal and activity
- ◆ We can help you connect with local stakeholders to deliver, support or promote your activity
- ◆ We can source you a venue
- ◆ We can provide checklists to break down planning actions
- ◆ We can provide local promotion and PR support
- ◆ Help you build EDI considerations into your activity