

Use of Ambassadors

EBC has a wide network of ambassadors across Europe cf. http://www.europeanbraincouncil.org/year-of-the-brain/?page_id=17. The list of these ambassadors includes politicians, highly profiled scientists, and celebrities. EBC urge you to identify potential ambassadors in your country and EBC will then reach out to these to become part of the EBC network of ambassadors. In Annex 8, you will find a check list on how to identify a potential ambassador and in Annex 9 the Role of an Ambassador.

The use of ambassadors will help you get the attention of the politicians and more importantly, the media. However, it is important that this is done in careful consideration of the audience that you wish to get attention from.

An initial first contact with a potential Ambassador starts with a walkthrough of the NBC's mission, members and activity as well stating achievements. This will stimulate the interest of the potential ambassador and the envy to also become an Ambassador.

Brain Ambassadors Day - A way to create more awareness, is to host a Brain Ambassadors Day. This was done by the Belgian Brain Council during the Brain Awareness Week 2014 cf. 3.c. The program of the Belgian Brain Ambassador Day can be found in Annex 10.

Social media

Social media is now a critical part of the media landscape and in many cases stories develop and break online before they are covered in traditional media channels. Social media is interactive and fast moving – with content updated in a matter of minutes. Therefore, it is critical to have a robust social media plan in place to ensure you are maximizing the potential it has and using it in the right way. For guidelines as to how to build up a social media strategy and a social media campaign, please see [section 3.e](#).

How to create even more visibility

Another suggestion as to how to create more visibility for your NBC/NAG, is to create a leave-behind leaflet, which describes the importance of having a NBC/NAG and visualises through infographics why there is a need for such an organisation. This leave-behind leaflet could be handed out at all key national meetings. Please see Annex 11 for an example of such a leave-behind leaflet created by the Belgian Brain Council.