

# WE'RE BUILDING SOMETHING BIG...



CIOB AMBASSADOR  
INFORMATION PACK

## CONTENTS

Introduction	01
What does the ambassador role involve?	02
Skills and Knowledge Requirements	04
Resources and Support	05
Ambassador updates	05
Ambassador feedback and input	05
Marketing material	06
Dedicated website	06
Expenses procedure	06
Reporting	08
General Information about the CIOB	09
Our Seven Guiding Principles	09
CIOB policy development and consultation process	09
Faculties and special interest groups	10
Data protection and distribution of membership data	13
Declaration	13



## INTRODUCTION

The Chartered Institute of Building (CIOB) established the Ambassador Programme to ensure we have a prominent and respected voice on key strategic industry issues on a global scale.

This is not a new concept – our members have been actively representing us for many years. The Ambassador Programme simply formalises these arrangements to ensure our representatives receive the support they need from us, and that we effectively use the expertise and knowledge that exists within our membership.

A well-managed and structured Ambassador Programme also allows us to acknowledge the hard work of our members. Ambassadors are rewarded with industry-wide recognition, personal and professional development, and the opportunity to influence decision makers at the highest level.

Since the Programme's inception in 2007, we have received applications from a number of the most well-respected and exceptional professionals in the construction industry.

For a more detailed overview of the Ambassador Programme, visit:

[www.ciob.org.uk/about/ambassadors](http://www.ciob.org.uk/about/ambassadors)

# WHAT DOES THE AMBASSADOR ROLE INVOLVE?

## DURATION OF APPOINTMENT

Ambassadors will initially be appointed for a fixed term of three years, though the appointment may be reviewed annually where appropriate. Near to the expiration of the three year term, contact will be made to ensure both the CIOB and individual ambassador are benefiting from the Ambassador Programme. The outcome shall determine whether improvements to the Programme are required, and if the individual's term is to be extended.

Ambassadors who fail to submit the mandatory twice-yearly report to the CIOB will be contacted in writing, and may be removed from the Programme following further review.

## EXAMPLES OF AMBASSADOR ROLES AND ACTIVITIES

There are many roles within the Ambassador Programme, with the activities undertaken largely determined by individual interests, capacity and expertise. In all instances, the ambassador role is a position of leadership. The onus is on the individual to choose the type (or types) of roles and activities that will suit them. Below are examples of ambassador roles and activities. Please note that these are guidelines, and not a prescriptive definition of what ambassadors can expect:

## 1 REPRESENTATIVE

This involves ambassadors representing the CIOB on strategically important fora, committees or groups in order to further the objectives of the Institute. In this role, ambassadors will represent the CIOB in the best interests of the public and in line with CIOB policy. It is therefore important for ambassadors to ensure they have good knowledge of the CIOB, its objectives and policy, and to establish that their expertise is relevant to the position.

## 2 AD HOC REPRESENTATIVE

In these roles, ambassadors can represent the CIOB on a more informal basis than above. This is ideal for those who do not have the time (or inclination) to attend regular meetings. We will provide ambassadors with the opportunity to attend one-off meetings, industry events, or conferences on behalf of the CIOB.

## 3 POLICY DEVELOPMENT

We will often present ambassadors with the opportunity to participate in CIOB policy development. An essential part of developing CIOB policy is to ensure that it is member-driven, consistent and well-understood. The CIOB makes numerous representations to Government at national and regional level, and produces topical policy statements with the aid of ambassador input and knowledge.

## 4 PUBLIC AFFAIRS

Ambassadors play a central role in our public affairs strategy, particularly with regards to working closely with Ministers and Government bodies to influence policy. We will often ask for ambassador expertise and input into consultation responses to Government departments, which contributes to increasing the CIOB's authority within the political arena.

## 5 EDUCATION

Ambassadors who currently work at education establishments, those with an interest in speaking at universities or schools, or those interested in influencing CIOB education practice are ideal for this role. The CIOB plays a key role in facilitating strong links between industry and academic institutions.

## 6 MENTORING

Those who are dedicated, highly knowledgeable and experienced professionals can act as mentors. Mentors assist by understanding the long-term issues and goals, and use their considerable experience to act as an independent sounding board to ideas, strategies and solutions. (This category is currently under development).

## 7 TECHNICAL

This is a role for ambassadors with technical expertise in various fields of construction. For example, Building Information Modeling (BIM), best practice guidelines, methods of sustainable construction, and building conservation are just some of the many proficiencies that fall under this role. Ambassadors who are involved with the CIOB's various faculties and in policy development are ideal for this role.

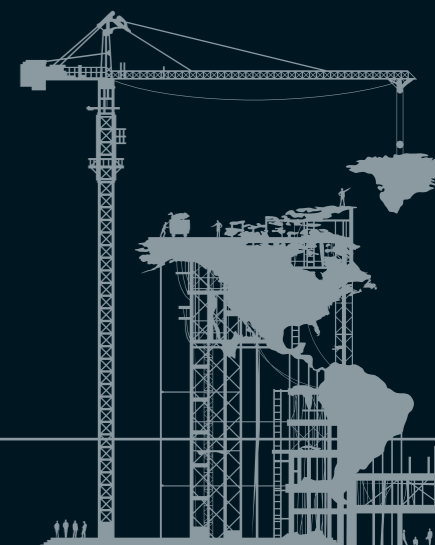
## 8 PUBLIC RELATIONS & MEDIA

This role is for those who wish to contribute to CIOB publications such as Construction Manager (CM), CRI and iCON, as well as to the wider construction industry press.

## 9 RAISING THE PROFILE OF THE CIOB

Ambassadors who wish to promote the CIOB are well suited for carrying out any of the following activities:

1. Promoting the benefits of CIOB membership;
2. Arranging professional interviews for new members;
3. Acting as a point of contact for members;
4. Attending regional branch/centre meetings;
5. Organising meetings and social functions so as to raise the profile of the CIOB;
6. Providing marketing material and information for potential members;
7. Providing information on active members locally who may be able to contribute to the CIOB and its activities;
8. Social media – regularly contributing to/monitoring the CIOB's social media fora;
9. In the case of those outside of the UK, it would also be pertinent to provide advice to the CIOB on the construction industry and construction education qualification systems within the ambassadors' respective country.



# SKILLS AND KNOWLEDGE REQUIREMENTS

The following criteria are considered to be a minimum requirement for all ambassadors:

- MCIQB or FCIOB working at a senior level in the industry.
- Understand the CIOB and its role as a Chartered Institute.
- Advocate the CIOB's Seven Guiding Principles.
- Outstanding knowledge of the built environment, industry issues and initiatives.
- Knowledge relevant to your ambassador role.
- Excellent networking, communication and IT skills.
- Ability to influence and think strategically.
- First-rate reporting skills to inform the CIOB of issues, progress and development.

Ambassadors will be able to best judge if their skills and knowledge match a particular ambassador role or activity. This is considered by the CIOB on a case-by-case basis.



# RESOURCES AND SUPPORT

## AMBASSADOR UPDATES

Ambassadors receive a monthly newsletter called *The Exchange*. This details all ambassador opportunities, activities and events, as well as highlighting areas of work in which ambassadors can get involved.

Previous copies of *The Exchange* (formerly called the *Round-Up*) are posted on the CIOB website at [www.ciob.org.uk/about/ambassadors/ambassadorroundup](http://www.ciob.org.uk/about/ambassadors/ambassadorroundup)

To keep ambassadors up to date with the latest political news from the construction industry, a UK-based public affairs briefing is emailed weekly. We will also make regular contact with ambassadors regarding potential events and roles that may suit individual skills and expertise.

In addition, ambassadors also receive the CIOB's quarterly Management Information Pack (MIP), which contains updates of Institute activities and membership statistics.

As members, all UK-based ambassadors receive the CIOB's monthly magazine *Construction Manager (CM)*. International ambassadors receive the quarterly publication *iCON*, which incorporates global ambassador news and activities. Ambassadors can also subscribe to the new quarterly journal *Construction Research and Innovation (CRI)*. For more information, please visit [www.ciob.org.uk/resources/cri](http://www.ciob.org.uk/resources/cri)

We value all ambassador feedback to our communications and publications and welcome any contributions and updates.

## AMBASSADOR FEEDBACK AND INPUT

The CIOB encourages ambassadors for input that informs policy development and/or responses to consultations. In addition, we may ask for advice and expertise on issues affecting the industry, feedback to our research, or for ambassadors to represent the CIOB at relevant industry events. This is done via email requests; phone calls; newsletters; online surveys; or by bringing together members for a meeting, debate or discussion.

Please see the 'CIOB policy development and consultation process' section on page 9 for more information.

The CIOB also encourages two-way communication between ambassadors and staff – please see the 'Reporting' section on page 8 for more information.



## UK SUPPORT

**PLEASE CONTACT:**  
Policy and Ambassador  
Development Manager  
**T:** +44 (0)1344 630 881  
**E:** [ambassadors@ciob.org.uk](mailto:ambassadors@ciob.org.uk)

## INTERNATIONAL SUPPORT

**PLEASE CONTACT:**  
Head of International:  
**T:** +44 (0)1344 630 791  
**E:** [agough@ciob.org.uk](mailto:agough@ciob.org.uk)

# RESOURCES AND SUPPORT (CONT.)

## MARKETING MATERIAL

Marketing material is available upon request for the promotion of the CIOB and CIOB qualifications. Resources include promotional leaflets, CIOB literature, policy information, and pull-up stands. Please contact [ambassadors@ciob.org.uk](mailto:ambassadors@ciob.org.uk) with details of any requests.

## DEDICATED WEBSITE

All information and resources can be accessed on the dedicated ambassador section of our website, which is updated regularly:  
[www.ciob.org.uk/about/ambassadors](http://www.ciob.org.uk/about/ambassadors)

## EXPENSES PROCEDURE

The CIOB will reimburse all reasonable expenses (e.g. pre-booked train fares) incurred by members in their role as an ambassador. Please contact the Policy and Ambassador Development Manager to be sent an expense claim form.

For any large expenses (e.g. air travel, overnight accommodation) that may be incurred, ambassadors must obtain prior agreement from the appropriate staff member:

- UK-based ambassador activities:  
Policy and Ambassador Development Manager ([ambassadors@ciob.org.uk](mailto:ambassadors@ciob.org.uk));
- International regional activities:  
Relevant international branch manager
- International HQ activities: Head of International ([agough@ciob.org.uk](mailto:agough@ciob.org.uk))

Please note all expense forms must be returned completed and with the original receipt(s) attached.

For further instructions please go to:  
[www.ciob.org.uk/about/ambassadors/ambassadorresources](http://www.ciob.org.uk/about/ambassadors/ambassadorresources)



In the case of international professional review expenses

**PLEASE CONTACT:  
JULIE SAMUELS**

Professional Review Office  
**T:** +44 (0)1344 630 705  
**E:** [jsamuels@ciob.org.uk](mailto:jsamuels@ciob.org.uk)



Reflecting the Real  
World, Singapore,  
Marina Bay,  
by Alvin Pun

# REPORTING

Reporting is important in order to allow the CIOB to evaluate and share the impact of ambassadors' work and to ensure the CIOB benefits from ambassador expertise and experience. This is also a two-way process; we encourage ambassadors to describe how they have benefited from being on the programme.

We understand that all ambassadors operate on a voluntary basis, and are often very busy people. Ambassadors should produce a brief report twice a year outlining ambassador activities undertaken, relevant events attended, developments in the construction industry, recent trends and general observations or opinion. Please note that this is a minimum requirement and, in most cases, ambassadors are often in frequent contact with the CIOB regarding their activities.

Please find a report template on the website: [www.ciob.org.uk/about/ambassadors/ambassadorresource](http://www.ciob.org.uk/about/ambassadors/ambassadorresource)

In producing this report please consider the following:

- How have your activities benefited the CIOB?
- Do you have any recommendations for the CIOB?
- Do you require any additional support to undertake your ambassador role?
- How has the ambassador programme benefited you in your role within the industry?
- Provide a brief report of any expenses incurred during activities (see Refund of Expenses)

We also encourage ambassadors who have attended one-off industry events to provide a short report on any developments or key issues raised. All reports should be emailed to [ambassadors@ciob.org.uk](mailto:ambassadors@ciob.org.uk)

All ambassador feedback, reports, minutes of meetings etc. will be listed on the ambassador website at: [www.ciob.org.uk/about/ambassadors/ambassadorreports2010](http://www.ciob.org.uk/about/ambassadors/ambassadorreports2010)

# GENERAL INFORMATION ABOUT THE CIOB

## OUR SEVEN GUIDING PRINCIPLES

- 1 Creating extraordinary people through professional learning and continuous professional development;
- 2 Promoting the built environment as central to quality of life for everyone, everywhere;
- 3 Achieving a sustainable future worldwide;
- 4 Advocating exemplary ethical practice, and behaviour, integrity and transparency;
- 5 Pursuing excellence in management practice, and technological innovation rooted in evidence based science;
- 6 Being socially responsible and working responsibly;
- 7 Enabling our members to find an emotional resonance with the Institute; their success is our success.

## CIOB POLICY DEVELOPMENT AND CONSULTATION PROCESS

As an ambassador, you have agreed to represent the CIOB in the best interests of the public and in line with CIOB policy. You will also be involved in prioritising and developing CIOB policy. It is therefore important for ambassadors to be aware of the process used by the CIOB in developing policy and responding to consultation documents.

'Policy' can be described as a statement of the ethos and values of an organisation, and can be developed with respect to any number of subjects. For the purposes of this paper, 'policy' refers to the CIOB's position on a public debate, issue or subject, and does not include internal affairs such as staffing, equal opportunities, and finance. The CIOB produces a policy handbook, along with policy statements on more specific issues.

These, in addition to a paper on the CIOB's process of policy development, can be downloaded at: [www.ciob.org.uk/about/ciobpolicies](http://www.ciob.org.uk/about/ciobpolicies)



## FACULTIES AND SPECIAL INTEREST GROUPS

The CIOB coordinates a number of faculties and special interest groups. These groups are integrated into the Ambassador Programme and provide specialist expertise and advice when necessary.

It is also possible for small working groups or think-tanks to be established from time to time to discuss policy in more detail and advise the Institute.



### FACULTY OF ARCHITECTURE AND SURVEYING (FAS)

The Faculty of Architecture and Surveying represents the interests of architects, surveyors and related consultancy disciplines within the CIOB. The key objectives of FAS are to respond to the ever-changing needs of the industry with respect to education, training, standards and research. FAS currently operate within four sectors; design, property, surveying and the specialist division.



### FACILITIES MANAGEMENT GROUP

The newly reformed Facilities Management (FM) Group represents the professionals who manage buildings in the post construction phase – the last link of the Construction Management process.

On a day-to-day level, effective facilities management provides a safe and efficient working environment, which is essential to the performance of any business. This Group is well placed to discuss, review and recommend on many of the design and transitional processes between completion of a construction project and the live building. The Group is actively involved in discussions on areas such as management, sustainability, whole life costing and health and safety.



### HEALTH AND SAFETY ADVISORY COMMITTEE

The CIOB recognises the importance of Health, Safety and Welfare as a fundamental aspect within the construction industry. In doing so, the Institute encourages this committee to provide a wide range of activities and services to members of the Institute and to the general public. The Committee provides advice on H&S matters; helps develop CIOB H&S policy; and responds to new developments in the construction industry by holding seminars and heightening awareness on new legislation changes.



### REFURBISHMENT, MAINTENANCE AND CONSERVATION GROUP

The Refurbishment, Maintenance and Conservation Group is a special interest group created by the CIOB. It provides a forum to support those involved in the conservation, maintenance and refurbishment of the built environment, which equates to approximately half of the construction industry activities in the UK.

The Group aims to promote these specialist areas within the CIOB and will, in particular, have a focus on raising conservation awareness amongst CIOB members. It also aims to promote expert management in conservation, maintenance and refurbishment, as well as focusing on conservation as an informed approach to the care of all old buildings.



### BUILDING CONTROL AND STANDARDS FACULTY

The Building Control and Standards Faculty provides a home for professionals operating within the area of building control and standards. The Faculty promotes the role of the building control surveyor and responds to the ever-changing requirements of the construction industry. Particular emphasis will be given to education, training and standards.

## DATA PROTECTION AND DISTRIBUTION OF MEMBERSHIP

The CIOB operates a strict policy on data sharing and distribution of membership data.<sup>1</sup> In order for ambassadors to be able to perform their role in the promotion of the Institute's standards, membership, educational activities etc. in their own country, they are able to:

1. Identify members in their region through the CIOB website. This is done by logging into the dedicated members' area and selecting the relevant country (please note that where a member has decided not to make their data available, no contact details will appear).
2. Ask members in their own country to make contact with them. This is done through sending a communication informing members of their ambassadorial appointment and presence in a specific region or country (all communications on behalf of ambassadors must first be sent to Head of International: [agough@ciob.org.uk](mailto:agough@ciob.org.uk))
3. Obtain members' details at events, seminars, conferences etc. which members have willingly agreed to share as outside the data protection limitations and rules.

## DECLARATION

In joining the Ambassador Programme, CIOB ambassadors agree to the following:

- To represent the CIOB in the best interest of the public and in line with CIOB policy;
- To report back to the CIOB (at least twice per year, see 'Reporting') on activities and developments;
- To their contact details being shared with other CIOB ambassadors and CIOB staff (for internal purposes only – contact details will not be passed to any third party without expressed permission);
- To include their name and contact email address on the branch section of the CIOB website for local member enquiries;
- To receive CIOB marketing material and newsletters, including the monthly ambassador newsletter *The Exchange*;
- To abide by the CIOB's rules on data protection.

<sup>1</sup> Breach of the data protection rules may result in automatic disqualification of the member as a CIOB ambassador and possible action under the Disciplinary Regulations. Any data provided must be used for CIOB purposes only.



A guidance document on the use of data is available on request

**PLEASE CONTACT:**

**CLARE BROWN**

Business Information Manager

**T:** +44 (0)1344 630 751

**E:** [cbrown@ciob.org.uk](mailto:cbrown@ciob.org.uk)



Englemere, Kings Ride, Ascot  
Berkshire SL5 7TB, United Kingdom

t: +44 (0)1344 630 700 f: +44 (0)1344 630 777

e: [reception@ciob.org](mailto:reception@ciob.org) w: [www.ciob.org](http://www.ciob.org)

Registered Charity 280795

© The Chartered Institute of Building 2010