International Student Club of Tohoku Ambassadors

Tohoku Ambassadors Needed!!

Hello, Dear International students,

This is the offering from Sendai TV, Sendai-based TV station and one of the largest stations in Tohoku. Sendai TV is going to establish the “International Student Club of Tohoku Ambassadors” (hereafter “the Club”). We are looking for Tohoku Ambassadors (hereafter “Ambassadors”) who would like to join the Club and promote attractiveness of Tohoku area by way of participating in the promotion program such as tours around amazing Tohoku area or marketing research of Tohoku products or service. Ambassadors would be expected to share the fascination of their experienced Tohoku with their home countries via social media. There are No Participation Fees!! We welcome motivated international students.

【1】 About “Tohoku Ambassadors Program” (hereafter “the Program”)

1. **Name of the Program**
   Tohoku Ambassadors Program by the International Student Club of Tohoku Ambassadors

2. **Purpose of the Program and the Program activities**
   The Program is designed to promote attractiveness of Tohoku area and invite as many international tourists into Tohoku as possible and to help municipal offices or companies which seek international business solutions accomplish their challenges. Ambassadors would be accordingly expected to participate in the Program activities as their main areas described below but not limited to them and would be also required to promote Tohoku to their home countries via social media including Twitter.

(1) **Monitor Tours**
   Ambassadors will be expected to participate in monitor tours executed regularly throughout year and would be required to submit tour reviews to show how they would feel about each tour and provide their ideas to promote Tohoku area. Ambassadors would be also requested to post about the tours to their home countries via social media.

(2) **Marketing or Preparatory Research on Targeted Countries**
   Ambassadors would be given an opportunity to participate in a marketing or preparatory research program on customs and practices of foreign countries which municipal offices or companies in Tohoku will regard as business targets and where they will plan measures to promote inbound/outbound businesses. In light of this activity, Ambassadors will be expected to utilize their social media network to promote Tohoku.

(3) **Supporting Work for Promotional Tools Production**
   Ambassadors would be also given an offer to participate in a supporting work program such as translation and production of promotional tools for targeted foreign countries. In cases where translation works would be offered to Ambassadors, they would be paid for such works at an ongoing market price.

(4) **Social Gathering Events of the Club**
   Ambassadors would be given opportunities to join information exchange meetings and parties of the Club. These events will be held regularly in order to promote friendship among the Ambassadors.

【2】 About “International Student Club of Tohoku Ambassadors”

(1) **Qualifications**
   The Ambassador
   • Must be an international student at college, or university located in Tohoku: except for short-term (less than 6 months) program students.
   • Should be highly motivated to positively participate in the Program activities as mentioned in [1] ..
Must be a non-Japanese.
Must use English or Japanese (Posts via social medias might be in your language).

(2) **Number of Available Positions**
Around 100 members (as first invitation) : Application based selection will be taken if exceeding the number.

(3) **Orientation**
Orientation of the Club and the Program will be held. The date and venue of the orientation will be addressed to Ambassadors later when fixed (possibly in March).

(4) **Application Deadline**
Monday, Feb 29th 2016

(5) **How to apply and Contact**
Submit completed application by E-mail.
Download the application form HERE! : http://www.shep.co.jp/tohoku-ambassador
E-mail: tohoku-ambassador@shep.co.jp

For more information, contact
Sendai Television Broadcasting Enterprise Corp
Nakajima(Mr.) / Fujimura
Phone: 080-4137-6576 (Nakajima)

(6) **About The Club**
A membership card will be issued to each Ambassador. No Participation Fees are required. Ambassadors are free to withdraw from the Club at any time for any reasons.

(7) **Application Form**
For International Student Club of Tohoku Ambassadors

- First Name : Last Name:
- Sex: Male / Female
- Age (on Jan 1st, 2016) :
- Home Country (Province, Municipalities or Regions if it's China)
- Language (Mother Tongue, English / Japanese)
- Address
- Phone Number
- E-mail
- University Name, Department, Year in School
- Year/Month of Arrival to Japan
- Expected Year/Month of Departure
- Religious dietary restrictions (ex. Specified meat, Alcohol) / Food allergies
- Religion
- Social Media Channels, Device(Smart Phone / PC)
- Language to be used in social media channels
- Why would you like to be a Miyagi Tourism Ambassador?
- Are you willing to work at a part-time job for The Program?

Sendai TV, based on the Protection of Private Information, will respectfully handle important private information entrusted to us without harming personal rights and interests.
About 2016 Tohoku Ambassadors Program (2016 April to 2017 March)

Described below is a tentative schedule of 2016 Program. Ambassadors will be informed of a final schedule when fixed.

- **Monitor Tours**
  (Year 2016) Apr tour expected (Fukushima Pref)  
  May tour expected (Akita Pref)  
  Jun organizing  
  Jul organizing  
  Aug tour expected (Iwate Pref)  
  Sep organizing  
  Oct tour expected (Miyagi Pref)  
  Nov tour expected (Yamagata Pref)  
  Dec organizing  
  (Year 2017) Jan organizing  
  Feb tour expected (Aomori Pref)  
  Mar organizing  

- **Social Gathering Events of the Club**
  Information exchange meetings and parties of the Club will be held regularly throughout the year. Ambassadors will be informed of these schedules at each time, when fixed.

About 2016 tour schedule of Tohoku Ambassadors Program

(1) **Schedule**
Please be referred to the Monitor Tours schedule described above. Ambassadors will be informed of further details of tours and will be able to elect for each tour.

(2) **Lunch / Dinner Meeting**
These meetings are the opportunities to exchange your opinions for sightseeing areas in Tohoku and to provide opportunities for Ambassadors to get to know each other.

(3) **Tour Review**
Ambassadors are required to submit tour reviews to show how they feel about each tour and provide their ideas to promote Tohoku area.

(4) **Social Media**
Ambassadors are requested to post about the tour to your home countries via social media. (Effective use of photos and movies are desired.) *The posts will be checked by our office.

(5) **Tour Fee**
Free (Transportation, Meals, Admissions, Workshops and Accommodation during the tours are all included.) *Other expenses such as transportation to and from the tour meeting place, extra meals and souvenirs are NOT included.

(6) **Food Restrictions**
Experiencing Tohoku cuisine is also important in the program. If you wish to have halal food, please notify in the application form. (Please be reminded that not all the requirements may be fulfilled)

(7) **Use of Language**
All the programs are conducted in Japanese or in English. Ambassadors are requested to understand conversational level English / Japanese.

(8) **Onsen (hot springs)**
This program includes staying at Japanese Onsen (hot springs) hotels. Please be reminded that Onsen is a communal bathroom (Not mixed bath) and you cannot wear bathing suits.

(9) **Insurance**
The Club will have travel insurance against unexpected accidents and injuries.

(10) **Others**
Please note that local media crews may cover the program