

Regional Studies Association

RSA Ambassador Guidelines 2026

Rationale

The Regional Studies Association (RSA) is a leading and impactful community at the forefront of policy debates and the examination of regional issues. The Association stimulates the exchange of experience and ideas within a global and interdisciplinary forum by maintaining a strong and influential network of individuals and organisations. As a membership-based organisation, the RSA's strength lies in the active involvement of its members, who play a vital role in shaping and supporting its work.

The Association continues to grow its global presence by expanding its network of Ambassadors, UK Regional Branches, Country Sections and Transnational Divisions. These networks help advance the RSA's aims by promoting our activities and values within specific territories.

Ambassador role

The key functions of an RSA Ambassador are:

- To promote the RSA and its activities in their territory.
- Acting as the main point of contact for enquiries related to their territory, both from within and outside the region.
- Sharing insights on regional policy developments with RSA members and regional scholars within their territory.

In detail, ambassadors are expected to:

- Organise at least one event per year (in-person or virtual) to engage members and attract new ones. Event funding is available from the RSA along with guidance and insights on possible formats for these and good practices.
- Submit photos and written content about local events and activities undertaken for RSA's website and social media.
- Attend the annual RSA Ambassador (hybrid) meeting held during the RSA Annual Conference. A reduced conference fee is available for Ambassadors who actively fulfil their responsibilities.
- Create a profile on the RSA website, including a photo, organisational contact information, and a welcome note or video message in your country's language.
- Promote RSA initiatives, such as events, funding opportunities, membership, and publications, within their territorial network (the RSA Office will provide promotional materials, instructions and information on good practices), see separate page

- Where relevant, such as Eastern Southern parts of Europe and countries of the Global South, provide guidance and assistance to first-time and early career applicants for RSA funding scheme from their territories, for instance by offering constructive feedback on draft research proposals prior to submission of applications. This activity is particularly relevant for territories which are under-represented among the beneficiaries of RSA funding.
- Build relationships with academics, policymakers, and practitioners in regional studies and sciences to raise awareness of the RSA in the territory.
- Liaise with current and reconnect lapsed RSA members in their region.
- Provide regular feedback to the RSA Office about opportunities to grow the Association locally.
- Contribute an introductory article to the RSA Blog upon appointment, covering an issue relevant to their territory.
- Report activities undertaken in an activity log, updated at least once per year and, after three years, submit a report detailing the activities and achievements during their term. This report will be reviewed by the International Territorial Networks Committee. Potential reappointment will be conditional upon a positive review of the activities undertaken during the term.

Please note: Ambassadors represent the RSA organisationally and do not speak on its behalf on substantive regional policy issues.

What you can expect from us as an Ambassador:

- A 'welcome pack' containing useful documents and resources. These can be adapted to reflect regional contexts and vocabulary (please ask the RSA office for assistance if required).
- An introductory meeting with the Territorial Representatives Officer.
- Ongoing guidance on the activities to be undertaken and biannual online check-ins with the Territorial Representatives Officer.
- Event funding support of approximately £500.

Ambassador recognition

Being an RSA Ambassador is a prestigious role, offering recognition within a respected international network. Benefits include:

- Certificate of appointment.
- RSA Ambassador poster for departmental/institutional display.
- Special colour-coded badge for RSA events.
- Reduced fee to attend the Annual Conference.
- Networking opportunities with fellow Ambassadors at the Annual Conference.
- Eligibility for the RSA Territorial Representatives Funding Scheme.
- A dedicated profile page on the RSA website and a marker on the territorial representative map.

Application

To become an RSA Ambassador, you must:

- Be a current member of the RSA throughout your appointment (all membership types are eligible).
- Understand that the position is non-exclusive—multiple ambassadors may be appointed in one territory, and cooperation between them is expected.

- It is expected that Ambassadors demonstrate a strong commitment to their role and actively engage in the responsibilities outlined above – particularly in organising events within their regions and sharing relevant materials with the RSA. This greatly supports the RSA in celebrating and promoting your efforts through our website and social media channels.

To apply, please submit the following documents via email to Samantha Wannop at Samantha.Wannop@regionalstudies.org:

- Your CV.
- A cover letter explaining your motivation to become an RSA Ambassador.
- A 2-year action plan (max 3 pages), outlining proposed activities and timelines. A plan for the 3rd year should be submitted after 18 months in the role
- A reference letter from a senior professional in your field.

Appointments

The RSA Board, based on recommendations from the International Territorial Networks Committee, appoints RSA ambassadors for up to three years.

Appointments are subject to annual performance review, and the Board reserves the right to end an appointment at its discretion.

Examples of events and activities undertaken by RSA Ambassadors

- <https://www.regionalstudies.org/news/rsa-regionalists-on-film-series-1/>
- <https://www.regionalstudies.org/events/rsa-international-hour>
- <https://www.regionalstudies.org/network/norsa/>
- <https://www.regionalstudies.org/people/balazs-forman/>
- <https://www.regionalstudies.org/people/yehya-serag/>