CONFERENCE AMBASSADOR PROGRAM

What is the Conference Ambassador Program?

Many of us know what it’s like to attend a large event where you don’t know a soul. It can be very intimidating! The SQF Conference Ambassador Program is being implemented to ensure that first-time attendees feel welcome and gain the most out of their conference experience.

How do I become a Conference Ambassador?

If you have previously attended the SQF International Conference and are interested in becoming an Ambassador, please notify us during the online registration process. If you decide to become an Ambassador after you have registered, please contact us.

How can I get assigned a Conference Ambassador?

If you self-identify as a first-time attendee during the registration process, you will be asked if you wish to be assigned a Conference Ambassador. If you respond “yes” you will be assigned a Conference Ambassador approximately 5 weeks before the conference. If you respond “no” or “maybe” you can always contact us later to change your mind, however available Ambassadors will be assigned on a first come first served basis.

What is the role of a Conference Ambassador?

Prior to the Conference

Ambassadors will be assigned 1-5 attendees approximately 5 weeks prior to the conference and given their contact information and preferred contact method. Ambassadors should contact program participants no later than 3 weeks before the conference to introduce themselves. They will be provided with relevant information about the conference such as dress code, onsite events, sponsors, food and beverage details, transportation and hotel tips etc. and should keep this on hand to answer any questions that the participant may have.

At the Conference

Ambassadors will meet with their assigned delegates on Tuesday, November 3rd at 7.30 a.m. at the Community Connection Lounge where we will provide a light continental breakfast for all Conference Ambassador Program participants. If unable to meet at this time, Ambassadors should touch base with their assigned delegates and arrange an alternative time to meet. During the conference, Ambassadors will help first-time delegates to network by introducing them to their colleagues.

For more information contact Amanda Bond-Thorley | 202.220.0606 | abondthorley@fmi.org