



2017 SQF 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! So, to ensure that first-time attendees at the 2017 SQF Conference feel welcome and gain the most out of their conference experience, we're pleased to be offering The SQF Conference Ambassador Program once again this year.

How do I become a Conference Ambassador?

If you have previously attended an SQF International Conference and are interested in becoming an Ambassador, please sign up during the online registration process. If you decide to become an Ambassador after you have registered, please [contact us](#). The registration deadline is September 21, 2017

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 4 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. The closing date to register is September 21, 2017. The number of available ambassadors is limited, so please register early.

What is the role of a Conference Ambassador?

Prior to the Conference

Ambassadors will be assigned 1-5 attendees approximately 4 weeks prior to the conference and should contact program participants no later than 2 weeks before the conference to introduce themselves. Ambassadors will be provided with relevant information about the conference such as dress code, onsite events, sponsors, transportation and hotel tips etc. and should keep this on hand to answer any questions that the participant may have.

At the Conference

Participants of the Ambassador Program are invited to attend an invitation-only Happy Hour on Monday, November 6, 2017 from 5-6 pm to meet one another and get to know fellow first-timers. During the conference, Ambassadors will help first-time delegates to network by introducing them to their colleagues and explaining the various education and networking opportunities.