

2018 SQF CONFERENCE AMBASSADOR PROGRAM

What is the 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 2018 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 an 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 15, 2018

How do I participate in the Ambassador Program as a first-timer?

If you are a first-time attendee, you can register to for the Ambassador Program during the registration process. Approximately 4 weeks prior to the conference, you will be assigned an Ambassador. You will also be connected with other attendees in your food sector category (don't forget to tell us your FSC when you register!), with whom you can connect via the conference app prior to the event. The closing date to register is September 15, 2018. The number of available ambassadors is limited, so please register early.

What is the role of an 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, October 21 2018 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.