SPEAKER REQUEST FOR PROPOSALS

About the Convention

The American Farm Bureau Federation is the country's largest general farm organization and prides itself on being the unified national voice of agriculture. The convention is a time to gather with members from across the country and for attendees to learn about and promote the future of agriculture. Our 6,000+ attendees are Farm Bureau and industry leaders from across the country.

Desired Workshop Topic Areas

AFBF Centennial
- Breakthrough: Looking back at ag over the years & then looking at what's coming next
- How to preserve historical records
- Spotlight on centennial farms
- Evolution of agriculture
- Successful farm diversification & change stories

Business & Rural Development
- Crop and livestock economic outlooks
- Crop insurance/risk management issues
- Cultivating rural communities & rural entrepreneurship
- Farm family succession planning
- Food & farm safety

Consumer Engagement
- Where does my food come from?
- What does the farm mean to the consumer?
- Value chains: Producer driven vs buyer driven

Member Engagement & Development
- Professional development & leadership training
- The unifying voice of Farm Bureau
- Membership expansion opportunities

Niche Agriculture & Marketing
- Organic and non-traditional farming (e.g. urban farms & community gardens)
- Direct consumer marketing & agritourism

Policy & Advocacy
- Congressional & agency updates
- Current issues updates (e.g. climate change, sustainability, water resources and transportation)
- How to influence policy, laws & regulations

Technology
- Education about on farm technology and biotechnology advances

Local & Entertainment
- Local history & culture (e.g. Founding of NOLA, farming in Louisiana, local food specialties, etc.)

How to Submit a Successful Topic

Focus on providing educational opportunities for the attendees.
Dig deeper with your content: provide attendees with information they can implement at home.
Plan a Q&A portion of your presentation.
Provide handouts and takeaways.

How to Submit a Proposal

Step 1: Complete the online Workshop Proposal Form

Step 2: Submit the Workshop Proposal Form no later than Friday, May 18, 2018.

Step 3: Qualify

Selection is based on meeting the workshop needs defined by the Speaker Engagement Committee and speakers' qualifications to present on the proposed subject matter. Our goal at AFBF is to provide balanced workshops that meet the variety of interests of convention attendees. **We aim to provide specific, action-item focused workshops that provide attendees with knowledge they can take back and apply to their own operations and daily lives**. Please keep in mind that the convention workshops must be issue oriented and content-rich. Workshops may not be used to sell products and services.*

Step 4: If your proposal is selected

- All proposals will be reviewed by the Speaker Engagement Committee. Decisions will be made and notifications will be e-mailed no later than August 2018, so no phone calls please.

- You will be promoted on the official Convention website and other social media platforms. You will gain valuable professional exposure and networking opportunities.

- Honoraria: AFBF looks for contributors who are willing to share their expertise without expectation of payment in the spirit of shared purpose.

- AFBF will provide complementary Annual Convention registration, including admission to the IDEAg Trade Show. Invitation only and ticketed events will not be included. Speaker guests will need to pay for their registration.

- AFBF will reimburse expenses for **WORKSHOP SESSIONS ONLY** consistent with applicable Federal and Congressional Ethics Rules. The following will be eligible for reimbursement: Coach-fare air transportation for one, reimbursement for ground transportation to and from the airport (receipts must be submitted to receive reimbursement), reimbursement for meals to exceed no more than $65 per day (receipts must be submitted to receive reimbursement), and lodging for two nights at a hotel in the convention room block.