

About the FUSION Conference

Held in Portland Oregon, at the Oregon Convention Center on March 13-15, 2021, we expect 1,100+ members and state staff from across the country to participate in the Farm Bureau FUSION Conference. Attendees will network, exchange ideas, sharpen their leadership skills, identify future needs and leave inspired to share their stories and talents in their community and their Farm Bureau.

Desired Workshop Topic Areas

Innovation & Niche Marketing

- Crop and livestock economic outlooks
- Cultivating rural communities & entrepreneurship
- Direct consumer marketing & agritourism

Collegiate/Young Professional

- Resume creation
- Tips for a successful interview

Consumer Engagement

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

Member Engagement & Leadership Development

- Professional development & leadership training
- The unifying voice of Farm Bureau
- Membership growth/renewal opportunities

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-the-farm technology
- Biotechnology advancements

On the Farm

- Farm family succession planning
- Food & farm safety
- Crop insurance/risk management issues
- Mental health and wellness

A successful workshop should include:

- a focus on providing educational information for the attendees.
- digging deep with the content.
- information attendees can apply and implement immediately.
- relevance to the audience.

How to Submit a Proposal

Step 1: Complete the online [Workshop Proposal Form](#).

Step 2: Submit the FUSION Workshop Proposal Form on or before July 31st at 12:00 noon Eastern.

Step 3: Qualify

Selection is based on meeting the workshop needs defined and the speakers' qualifications to present on the proposed subject matter. All proposals will be reviewed and decided by the Speaker Engagement Committee and notifications will be e-mailed no later than September 20th, 2020.

Our goal is to provide balanced workshops that meet a variety of interests of conference attendees. **We aim to provide specific, action-focused workshops that provide attendees with knowledge they can take back and apply to their own farms and daily lives.** Please keep in mind that the FUSION 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

- Sessions will be promoted on the official FUSION website and other social media platforms. Presenters 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. If an honorarium is required, please note that during the RFP process.
- AFBF will provide complimentary FUSION Conference registration. Invitation only and ticketed events will not be included. Speakers' guests will need to pay for their registration.