

About the Conference

Held in Jacksonville, FL March 3-6, 2023, we expect 1,100+ members and state staff from across the country to participate in the American Farm Bureau FUSION Conference. The FUSION Conference brings the Promotion & Education, Women's Leadership and Young Farmers & Ranchers programs together. 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 Breakout Session Topic Areas

Collegiate/Young Professional

- Resume creation
- Tips for a successful interview

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 & Leadership Development

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

Innovation & Niche Marketing

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

On The Farm

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

Policy & Advocacy

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

A successful workshop should include:

- a focus on providing educational information for the attendees.
- information attendees can implement/use at home.
- be relevant to the audience.
- allow for questions at the end.

How to Submit a Proposal

Step 1: Complete the online

[Breakout Session Proposal Form.](#)

Step 2: Submit the Workshop Proposal Form on or before August 1, 2022, at noon ET

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. All proposals will be reviewed by the Speaker Engagement Committee. Decisions will be made, and notifications will be e-mailed no later than October 31, 2022, so no phone calls please.

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 Farm Bureaus.** Please keep in mind that the conference 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

- You will be promoted on the official conference 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. If an honorarium is required, please note that during the RFP process.
- AFBF will provide complimentary conference registration. Invitation only and ticketed events will not be included. Speaker guests will need to pay for their registration.

Frequently Asked Questions (FAQ)

Is the RFP a call for breakout sessions only or is it also for keynote speakers?

The RFP process is only for breakout sessions. We have a different process for securing keynote speakers and have already begun that process for 2023.

Do you typically offer an honorarium and/or cover travel expenses?

Yes, we do have a budget to provide travel assistance and/or a speaker honorarium if needed. Please make sure to denote your need for either when completing the RFP.

Where can I learn more about the upcoming conference and/or past conferences?

You can visit the 2022 YF&R conference [website](#) and/or the 2021 FUSION conference [website](#) to get an idea of the schedule and content from past conferences.

If I have additional questions, who should I reach out to?

Please feel free to email Jordan Henry (jordanh@fb.org) with additional questions you might have about the breakout session process. All questions will be answered individually, and/or an updated FAQ may be created and distributed.

What will be the demographic background of the conference attendees?

Conference attendees will be Farm Bureau members from across the nation ranging in age from 18+ Attendees will include farmers, ranchers, ag professionals and supporters of the industry and committee members.