

About the Conference

Held in New Orleans, Louisiana March 12-15, 2027, we expect 1,000+ members and state staff from across the country to participate in the American Farm Bureau FUSION Conference. The FUSION Conference is American Farm Bureau Federation's largest member engagement conference for volunteer leaders involved in the Farm Bureau Promotion & Engagement, Women's Leadership and Young Farmers & Ranchers programs at the county, state and national levels. Attendees will network, exchange ideas, sharpen their leadership skills, identify best practices and leave inspired to share their stories and talents in their community and their Farm Bureau.

Desired Breakout Session Topic Areas

- Collegiate/Young Professional
- Consumer Engagement
- Member Engagement & Leadership Development
- Innovation & Niche Marketing
- On The Farm
- Policy & Advocacy

A successful Breakout Session should:

- Focus on providing educational information, best practices and fresh insights for the attendees
- Offer information attendees can apply at home
- Be relevant to the audience and the times
- Allow for questions from session attendees

How to Submit a Proposal for Breakout Sessions

Step 1: Complete the online

Proposal Form

- Click the [link](#) to submit proposal
- Page 1: Enter Speaker Details – including if you have other speakers presenting with you (contact information, headshot, and biography)
- Page 2: Enter breakout session description, title, and 3 learning objectives
- Page 3: Review Submission for completion
- When ready, click submit button at the bottom of the page. If you wish to make any edits, please click return to submission button.
- You can edit the submission until the submission deadline
- Upon submitting, you will be redirected to a confirmation page with your submission number and you will receive a confirmation email.

Step 2: Submit the Breakout Session Proposal Form on/before Wednesday, August 12, 2026, at 4pm ET

Step 3: Qualify

Selection is based on meeting the breakout and power hour session needs defined by the Speaker Engagement Committee and various other factors reported in the RFP form, such as the 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 September 30, 2026, so no phone calls please.

Our goal is to provide balanced learning opportunities that appeal to the 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 sessions must be issue-oriented and content-rich. Workshops may not be used to sell products and services.

What to expect if your proposal is selected

- You will be promoted on the official conference website and other media platforms. You will gain valuable professional exposure and networking opportunities.
- AFBF will provide complimentary conference registration. Invitation-only and ticketed events will not be included. Speakers' guests will need to pay for their registration.
- Hotel Stay: If a speaker does not already have a hotel room reserved in association with other conference-related activities, AFBF will provide a hotel room for one night. This option is requested during the RFP process. Staying additional nights will be a personal expense.
- Breakout Session 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.

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 2027.

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

Unfortunately, we can't offer a speaker honorarium. We do provide free registration as well as travel and accommodations for our speakers.

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

Please feel free to email Carrie Walker (carriew@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 including farmers, ranchers, ag professionals and supporters of the industry.