



## American Society of Baking Ambassador Program

### Expand Your Networking Presence Today!

Calling all members! Take further advantage of ASB's networking opportunities by becoming a BakingTech Ambassador.

ASB is looking for individuals to help welcome and guide new members/attendees during their 1st BakingTech. Serving as an ambassador offers members the opportunity to share their experience & knowledge about the Society and its annual conference.

Contact Amanda Gonzalez at [agonzalez@asbe.org](mailto:agonzalez@asbe.org) or 1.800.713.0462, ext.3, by January 31<sup>st</sup> to become a BakingTech Ambassador\*.

### BakingTech Ambassador Program

***Role of Ambassador:*** Serve as a resource for new members/attendees as they navigate their first BakingTech. Ambassadors will also be assigned a specific new member from those who have requested such a pairing. The Ambassador is encouraged to provide a short tour of the MarketPlace for his/her new member.

#### ***Prior to BakingTech:***

- Ambassadors will be provided with a list of all new members and attendees pre-registered for the conference (first and last name, company, city and state only).
- Ambassadors will also receive the full contact information of their assigned new member so they can connect pre-event to facilitate introductions and answer questions prior to arriving on-site in Chicago.

#### ***During BakingTech:***

- Wear the ambassador ribbon.
- Attend New Member/Attendee Orientation to be recognized as an Ambassador.
- Post-orientation please consider walking with new members/attendees to the Opening Reception and spending the first 10-15 minutes introducing them to fellow conference participants.
- Provide a short tour of the MarketPlace:
  - Explain the tabletop layout, purpose of event, and facilitate introductions to ease new member/attendee into MarketPlace traffic.

#### ***Benefits of Being an Ambassador:***

- First to network with new members and attendees during BakingTech.
- Development of new business relationships.
- Attend and be recognized during the VIP New Member/Attendee Orientation.
- Recognition on the ASB Website.

\*Individuals serving as a BakingTech Ambassador must be an ASB member and available to attend the Sunday evening New Member/Attendee Orientation.