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 or 1.800.713.0462, ext.3, by January 31st 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:
  o 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.