

**Looking Back  
to Look Ahead**



**Grand Rapids, Michigan  
October 15-22, 2021**

**IAEM 2021 ANNUAL CONFERENCE & EMEX**

**Ambassador Program Orientation**

# PURPOSE OF THE AMBASSADOR PROGRAM ORIENTATION

Give an overview of the role, expectations, and benefits of being an Ambassador.

At the end of this orientation is a link to a contact information form. If you wish to be an Ambassador, you must fill out this form.



# AMBASSADOR PROGRAM

## Ambassador Role

- Making everyone at the conference feel comfortable and welcome
- Give guidance to all attendees
- Facilitate networking and create opportunities for connection
- Professionally represent IAEM – you are the face of the conference and IAEM
- Proactively engage conference attendees (not everyone will come to you)



# DEFINING THE JOB

## Ambassador Responsibilities

- Sign up to be stationed in key locations during conference via SignUp Genius
- Wear Ambassador Button
- Proactively approach and introduce yourself to attendees
- Be helpful, friendly, and know where additional info is available
- Attend the Sunday, Oct. 17<sup>th</sup> Orientation meeting at 1:30pm.



# DEFINING THE JOB

## Ambassador Requirements

- Be flexible – schedules change and Ambassadors need to go with the flow
- Be an IAEM member in good standing
- Must have attended at least one IAEM conference previously
- Must be familiar with conference facilities



# WIN-WIN SITUATION

## Improve THEIR Experience:

- Be Open and Energetic
- Be Honest and Genuine
- Be Engaging and Attentive

## Improve YOUR Experience:

- Knowing THEM Helps you BOTH Network
- Exploring THEIR Interests Helps Find Common Ground



# TALKING THE TALK

## What to Know about IAEM:

- [Elected Officers](#)
- [Member Benefits](#)
- [Committees and Caucuses](#)
- [CEM<sup>®</sup> & AEM<sup>®</sup> Certification and Requirements](#)

## What to Know about the Event:

- Conference and Venue Layout
  - Download the App
  - Keep a Map Handy
- Schedule of Breakout and General Sessions

If you do not know all of this or where to find it, we will help you.



# TOOLS PROVIDED

- Map of facilities
- IAEM leadership identification and contact information sheet
- Mobile App for conference schedule
- Daily email from Ambassador Lead on important conference information updates and changes
- Google Group access with other Ambassadors for ease of addressing concerns and questions





# NEXT STEPS – SIGN UP

**Step 1** – Complete contact information via this form.

<https://forms.gle/xRafb97aqhyqDNGVA>

**Step 2** – Sign up to be stationed at designated locations and times during the conference.

**Step 3** – Invite-a-Friend to be an Ambassador via the contact form.



# AMBASSADOR PROGRAM CONTACTS

Email one of us if you have any questions:

- **Sophia Lopez**, Hospitality Working Group Lead  
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- **Julie Husk**, Conference Manager –  
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