



IAEM 2023 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

- 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, Nov. 5th 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® & AEM® 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/KYjbJx4aJTQT5pyh7>

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:

- **Andy McGuire**, Ambassador Program Lead – Andrew.mcguire@jensenhughes.com
- **Julie Husk**, Conference Director – Julie@iaem.com