



BakingTECH Ambassador Program

Expand Your Network

Help individuals get integrated in the organization you know and love!

Thank you for offering to serve as BakingTECH Ambassador to welcome and guide new members, first-time attendees, and students during their first BakingTECH. You are helping to make a positive first impression, which in turn grows the ASB community and helps to cement a place in the industry for those just getting acquainted with it.

Role of Ambassador: Serve as a resource for new members, first-time attendees, and students as they navigate BakingTECH. 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 you 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 or schedule a time to connect with your assigned contact to connect with one another in-person at the event.
- 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.
- Supporting the awesome ASB Member community!