

# iafe<sup>®</sup> THE NETWORK!

## IAFE Ambassador Program Procedures, Guidelines & Application 2022

The IAFE launched a new program in 2021 to bring additional services to our members and will be expanding this program in 2022. Join the prestigious IAFE Ambassador Team to enhance the membership of the IAFE. The following guidelines will apply:

1. Applicant remains associated with an IAFE member organization
2. Applicants must complete the Ambassador application form and return to Brittney Harper ([brittneyh@fairsandexpos.com](mailto:brittneyh@fairsandexpos.com)) by January 31, 2022.
3. Selection process: Nominations will be reviewed and selected by the IAFE Zone Directors; however, selection is not limited to one Ambassador per zone.
4. Selected Ambassadors will serve a two-year term and are limited to three (3) terms.
5. Ambassadors must re-apply at the end of their term for the potential to serve another term (limit of three terms)
6. Selected Ambassadors must remain active within the Ambassador Program. Active status is defined as:
  - a. Attend *more than* half of all monthly conference calls
  - b. Show proof of outreach and membership-driven initiatives
7. There are currently three individuals on the Ambassador Team. Three (3) applicants will be chosen to serve starting in 2022. An additional three (3) applicants will be chosen in 2023. The Ambassador Program will consist of nine (9) members in 2023 and beyond.

### DUTIES OF AN AMBASSADOR

1. Social Media engagement
2. IAFE to provide Ambassadors with social media graphic and hashtag to use to share that they are an IAFE Ambassador
3. Engage in the IAFE social media accounts – share, like and comment on posts
4. Potential to take over the IAFE Account(s) if a plan is provided and approved – must be a benefit or activity of IAFE membership, NOT a promotion for personal organization(s)
5. IAFE member benefits session and/or booth at state/provincial meeting

### INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

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6. Make plans with your S&P Executive to engage with the attendees. Examples may include setup and manage an exhibit for IAFE membership; conduct an IAFE Member Benefits workshop
7. Communicate and engage with your respective zone director to identify avenues to promote IAFE benefits at your zone meeting.
8. Consider two audiences: (1) non-members: why should they join? (2) members who are unsure of how to take advantage of member benefits
9. Assist respective Zone Director with presenting IAFE member benefits at Zone meetings
10. Submit publications to the IAFE editorial team: F&E Article, blog, etc.
11. Connect with both members and non-members to encourage use of IAFE benefits (cyberseminar schedule, Institute of Fair Management, etc.)
12. Share your IAFE story with others through activities at industry events including fairs
13. Join fellow ambassadors for IAFE activity updates on monthly conference calls – discuss your efforts to connect with IAFE membership throughout the past month? This is a great time to share ideas.
14. Engage in visiting member and/or non-member fairs
15. Remain in ACTIVE status: Attend more than half of all conference calls (half, plus one). For example, if there is a conference call once a month (12), you must participate in at least 7 of them to remain in active status.

#### **BENEFITS OF SERVING AS AN AMBASSADOR\***

1. Get in front of your peers and network
2. Allow IAFE to brag to others about your dedication to the industry
3. Receive points for your CFE/CVFM application
4. *Ambassador Fair Experience* – you will be encouraged to go on annual fair visit(s) each year that you serve the association as an ambassador. The selected fair(s) may, or may not, be members of the IAFE. This will serve as your “Capstone Project”. Connect with the fair, share about all the IAFE has to offer, and serve as be their fair industry resource.
  - a. You will be provided a refund stipend (after receipts are received by the IAFE) of up to \$500 to assist with the cost of your fair visit experience (travel, fair admission, food, and beverage, etc.)
  - b. You must be an ACTIVE IAFE Ambassador. Active status is defined above.
  - c. You must get your travel plan approved by the IAFE prior to departure – your destination, overnight accommodations – if needed, who will you visit with, what materials will you take with you, and talking points.

\*Liability release form required prior to any IAFE supported reimbursement.

#### **IAFE RESPONSIBILITIES**

1. Provide tools and materials to assist in sharing the IAFE story
2. Promote and highlight Ambassadors through social media channels, publications, and at IAFE events
3. Provide IAFE insight within the monthly conference calls
4. Featured in F&E magazine
5. Provide training to all ambassadors.
6. Provide Ambassador with a complimentary badge to wear during IAFE activities

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**IAFE Ambassador Program  
Application  
2022**

Name: \_\_\_\_\_

Fair/Organization: \_\_\_\_\_

Preferred Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Postal \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Preferred E-Mail Address: \_\_\_\_\_

Current position with fair/organization:

- |  |  |
|--|--|
| <input type="checkbox"/> CEO/Manager (paid full time)  | <input type="checkbox"/> CEO/Manager (paid part-time <u>or</u> volunteer)  |
| <input type="checkbox"/> Staff member (paid full time) | <input type="checkbox"/> Staff member (paid part-time <u>or</u> volunteer) |
| <input type="checkbox"/> Board member                  | <input type="checkbox"/> Other _____                                       |

How long have you been in your current position with the fair/organization?

\_\_\_\_\_

Annual Fair Attendance: \_\_\_\_\_

**INVOLVEMENT**

Have you previously attended an IAFE Convention? Yes \_\_\_ No \_\_\_

Have you previously attended a Zone Meeting? Yes \_\_\_ No \_\_\_

Have you previously attended a State/Provincial Meeting? Yes \_\_\_ No \_\_\_

Have you previously attended an IAFE CyberSeminar? Yes \_\_\_ No \_\_\_

Have you previously recruited a new member for the IAFE? Yes \_\_\_ No \_\_\_

Have you previously served on an IAFE committee? Yes \_\_\_ No \_\_\_

Have you previously served on the IAFE membership committee? Yes \_\_\_ No \_\_\_

Are you a graduate of the Institute of Fair Management? Yes \_\_\_ No \_\_\_

Do you hold the CFE/CVFM title? Yes \_\_\_ No \_\_\_

*Please limit your response to the space allotted -- do not make attachments.*

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Explain why you would make a great Ambassador for the IAFE and the fair industry.

Do you believe in promoting IAFE membership to both current and non-members? Why or why not?

What strategies/tactics will you use to (1) recruit new members, and (2) retain current members?