

2022 Ag Summit Presentation and Poster Session Proposal:

What to Expect for Submitting a Proposal

After you have reviewed the information and are ready to submit, please follow this [link](#).

2022 National Agricultural Marketing Summit: *Growing Our Communities Together* October 23-25: Hilton Pensacola Beach **Presentation and Poster Proposal Deadline: June 27, 2022**
Accepted presenters notified by July 29, 2022

The AgSummit provides a unique networking opportunity for agricultural marketing practitioners to form new partnerships and learn new business strategies that can improve the performance of their farms and businesses. The AgSummit will feature resources to assist market managers, direct marketing farmers and food businesses, agribusinesses with value-added products, practitioners, and technical assistance providers in understanding and enhancing marketing strategies. The AgSummit is comprised of attendees from diverse backgrounds from both the public and private sector. These include farmers, academics, entrepreneurs, service providers, mission-focused investors, business operators, community practitioners, students, consultants, and government employees from state and Federal agencies. If you have any questions, please contact Bre Miller - millerb@iastate.edu

General Information:

Conference registration fees will be waived for concurrent presenters.

The AgSummit focuses on marketing for entrepreneurship and economic development. Proposals for posters or presentations should fall within the following categories:

Equitable & Inclusive Food Markets: explores the evolution of agriculture and our food systems over the last century with a focus on equity and inclusion. Presenters will discuss institutional norms, government policy, and accepted practices that have guided the food market structure. Discussions may examine equity and inclusion through a myriad of perspectives including ethnicity, social, market channels, and scale of production.

Marketing and Business Innovation: highlights the technological adaptations and advancements in agricultural marketing, business development and sustainability. Topics may address strategies to pivot online, creative sales platforms, new business services, dynamic business models and unique customer engagement techniques. These presentations will

explore alternate and successful strategies across the dynamic food marketing and business sector.

Building Partnerships & Community Collaboration: features high impact efforts related to agriculture entrepreneurship or food systems development that were successful, in part, to partnerships and collaborations. Sessions will share efforts to promote and involve public/private partnerships and non-traditional collaborations.

Market Research, Trends and Impact: explores emerging trends and data analytics across agriculture and food markets which detail new resources and advancements across the industry. Discussions will include applicability of market data whether through visualization, feasibility, and research, and/or stakeholder empowerment with data collection methodologies

Successful approaches to managing marketing risk (ERME sponsored): highlights successful approaches to managing value added marketing issues around third-party risk or supply chain shocks. Success stories include use of contracts, insurance, and/or product/market channel diversification strategies.

We will consider presentation proposals from both individuals and panel sessions. Because our attendees represent diverse backgrounds, we seek to share a variety of perspectives and experiences. A collection of perspectives may happen in panel session, discussion, or other presentation formats. Moreover, we value creative opportunities and ideas. We encourage innovative ideas detailing the resiliency of our food systems.

Presentations will be accepted by relevance and diversity of need. Preference will be given to proposals that address track topic area and offer value to multiple perspectives.

Corresponding authors will be notified of accepted presentations and posters by July 29, 2022.

Posters: Posters offer the opportunity to showcase a project, program, or service during the AgSummit. Each poster will have sections for an abstract, current projects or programming, partners, goals and a highlight or impact. Posters will be displayed in common grand hall throughout the conference. Poster authors will be expected to stand with their posters during one networking break over the course of the AgSummit, providing the opportunity for participants to connect directly with Poster authors.

Presentations: The breakout sessions will be 1 hour in length. These sessions may be for a collection of individual presentations, panels, or updates. Please plan to allow time for questions. Sessions should as be interactive as possible. Slide presentations may be used but are not required.

You will be asked to provide the following information for your poster or presentation proposal:

Please select your preferred type of presentation: (select all that apply)

- Poster
 - 20 minute presentation (will be merged with other presentations in one session)
 - 1 hour presentation
 - Other _____
-

Title of Presentation or Poster:

Which track best fits your proposal (select no more than two): *See page 2 for descriptions*

- Equitable and Inclusive Food Markets
 - Marketing and Business Innovation
 - Building Partnerships and Collaboration
 - Market Research, Trends and Impact
 - Successful Approaches for Managing Marketing Risk
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Description of session (4-8 sentences)

Please fill in the following information for presenters in your breakout session. Presenter 1 will be considered the primary contact for future communication regarding the proposal. If you propose more than 4 presenters, please provide additional information in the “comments” box at the end of the survey.

How many presenters do you have in your session proposal?

1

2

3

4

For each presenter, you will be asked to share the name, email, current role/ title, organization and state. The primary contact will be asked to provide a phone number and address.

If you have any questions, please contact Bre Miller - millerb@iastate.edu with any questions.