

About the Conference

Held in Denver, CO March 7-10, 2025, we expect 1,100+ members and state staff from across the country to participate in the American Farm Bureau FUSION Conference. The FUSION Conference brings the Promotion & Education, Women's Leadership and Young Farmers & Ranchers programs together. Attendees will network, exchange ideas, sharpen their leadership skills, identify future needs and leave inspired to share their stories and talents in their community and their Farm Bureau.

Desired Breakout Session Topic Areas

- Collegiate/Young Professional
- Consumer Engagement
- Member Engagement & Leadership Development
- Innovation & Niche Marketing
- On The Farm
- Policy & Advocacy

A successful Breakout Session should:

- Focus on providing educational information, best practices and fresh insights for the attendees
- Offer information attendees can apply at home
- Be relevant to the audience and the times
- Allow for questions from session attendees

A successful Power Hour Session should:

- Not include a PowerPoint presentation
- Offer a learning and/or networking experience that is interactive, possibly hands-on, and engaging in nature. Example: Ag Game Show, Hot Potato Q&A, Scavenger Hunt.
- Facilitate the goal to finish the day of learning on an energetic and engaging note.

Successful Past Power Hours include:

- Walking tours of the city
- Collegiate meet-up about programing and ideas
- Trivia
- GooseChase
- Game Show
- Topical Q&A Hot Potato

How to Submit a Proposal For Breakout Sessions and PowerHours

Step 1: Complete the online

[Proposal Form](#)

Step 2: Submit the Breakout and Power Hour Session Proposal Form on/before August 1, 2024, at noon ET

Step 3: Qualify

Selection is based on meeting the breakout and power hour session needs defined by the Speaker Engagement Committee and various other factors reported in the RFP form, such as the speakers' qualifications to present on the proposed subject matter. All proposals will be reviewed by the Speaker Engagement Committee. Decisions will be made, and notifications will be e-mailed no later than September 31, 2024, so no phone calls please.

Our goal is to provide balanced learning opportunities that appeal to the variety of interests of conference attendees. **We aim to provide specific, action-focused workshops that provide attendees with knowledge they can take back and apply to their own farms and Farm Bureaus.** Please keep in mind that the conference sessions must be issue-oriented and content-rich. Workshops may not be used to sell products and services.

What to expect if your proposal is selected

- You will be promoted on the official conference website and other media platforms. You will gain valuable professional exposure and networking opportunities.
- AFBF will provide complimentary conference registration. Invitation-only and ticketed events will not be included. Speaker guests will need to pay for their registration.
- Hotel Stay: If a speaker does not already have a hotel room reserved in association with other conference-related activities, AFBF will provide a hotel room for one night. This option is requested during the RFP process. Staying additional nights will be a personal expense.
- Breakout Session Honoraria: AFBF looks for contributors who are willing to share their expertise without expectation of payment in the spirit of shared purpose. If an honorarium is required, please note that during the RFP process. Honoraria will not be given for PowerHours.

Frequently Asked Questions (FAQ)

Is the RFP a call for breakout sessions only or is it also for keynote speakers?

The RFP process is only for breakout sessions. We have a different process for securing keynote speakers and have already begun that process for 2025.

Do you typically offer an honorarium and/or cover travel expenses?

Yes, we do have a budget to provide travel assistance and/or a speaker honorarium if needed. Please make sure to denote your need for either when completing the RFP.

Where can I learn more about the upcoming conference and/or past conferences?

You can visit the 2024 YF&R conference [website](#) and/or the 2023 FUSION conference [website](#) to get an idea of the schedule and content from past conferences.

If I have additional questions, who should I reach out to?

Please feel free to email Carrie Walker (carriew@fb.org) with additional questions you might have about the breakout session process. All questions will be answered individually, and/or an updated FAQ may be created and distributed.

What will be the demographic background of the conference attendees?

Conference attendees will be Farm Bureau members from across the nation ranging in age from 18+ Attendees will include farmers, ranchers, ag professionals and supporters of the industry and committee members.

What is the basic overview of a PowerHour?

1. No PowerPoint presentations.
2. Be creative!
3. PowerHours must have some sort of educational component to them.
4. A meeting room with basic AV is available (screen, projector, microphone).
5. Can distribute prizes and/or swag.
6. If you are thinking about something outside, make sure you have a backup plan if weather doesn't cooperate.