



PARTNER PLAYBOOK

TIPS, TRICKS AND BEST PRACTICES FOR AFA LEADERS CONFERENCE

IN THIS ISSUE

A NOTE FROM AFA TO YOU

Thank you for exploring more about Agriculture Future of America (AFA) and [AFA Leaders Conference](#) in Kansas City, Missouri.

As AFA seeks more meaningful partnerships and to create more value for students and industry partners, our team has compiled this playbook to enhance your AFA experience. The intent of this playbook is to provide you a resource with tips and best practices for [AFA Leaders Conference](#) to maximize your partnership. We consider all topics included fundamental to a successful partnership.

We look forward to seeing how we can build bridges together with industry partners like yourself and top-notch agriculture students.

TRACI VIA
Vice President of Development and Alumni

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Overview of our organization

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A sneak peak into our value proposition and how we can move forward together

05 | Leaders Conference

Tips, tricks and best practices

WHO ARE WE?

AFA provides personal and professional development experiences for college students in food, agriculture and natural resources. AFA's programming focuses on personal assessment, communication, change management and lifelong learning to develop professionalism, intrapreneurialism and intellectualism.

Check out the links below to learn more about how we structure our programs and select our students:

- [AFA Programming](#)
- [AFA Competencies](#)
- [AFA Building Bridges Magazine](#)

WHAT MAKES US DIFFERENT?

COMPETITIVE SELECTION PROCESS

The students involved in AFA programs are accepted through a competitive selection process. AFA is not membership based.

STUDENT LED

The Student Advisors are instrumental in the facilitation and planning of our programs and the Ambassadors are critical in our relationship with universities nationwide. Both work closely with our partners.



**PARTNERING
WITH MOVERS &
SHAKERS SINCE**

'96

How are you making a difference?

AFA programming focuses on equipping students as leaders now rather than waiting until employment. Professional development, agriculture exploration and networking are a part of all collegiate programs that address six competencies that AFA and its partners have identified as key skills for agriculture professionals. Your team is helping this group of students explore the competencies listed on the next page.

What's your ROI?

- Exposure for your organization to share your brand with future employees and customers
- Direct hires and better prepared entry-level employees
- Opportunity to influence younger generations through professional development and a philanthropic mission - support the next generation of agricultural leaders

TIPS, TRICKS & BEST PRACTICES

Bring a diverse team who is approachable, relatable and high energy, representing all areas of your organization.

- Include a mix of young professionals and seasoned professionals that showcase diversity (gender, ethnicity, location, career pathway, position, etc.)
- While engaging with students in a programmatic role, keep the session objectives in mind and don't be afraid to talk about your experience! The students are interested in learning more about your role and career path.
- Select people who are positive, high-energy, relatable and great storytellers.
- Encourage your team to be proactive — don't wait for students to come to you.
- Ensure each team member can share the overall perspective of your company and opportunities.
- Talk about your company's 4 c's: culture, clarity, community & certainty of salary.
- The delegates you will be interacting with are from Generation Z and they don't buy what you do, they buy why you do it.

COMMUNICATION IS KEY

Pre, during and post Leaders Conference, make sure your company is engaged with AFA on social media.

- Facebook — Agriculture Future of America
- Twitter — @AgFutureAmerica
- LinkedIn — Agriculture Future of America
- Instagram — @AgFutureAmerica
- Share your pictures and stories with AFA by using the hashtag **#AFALC25**. Share this information with your internal communications team. Students are most apt to engage on Instagram and LinkedIn.
- Use the resume directory before, during and after Leaders Conference (partner benefit). You will receive this information via email from AFA two weeks from the event.
- Additionally, be sure to update your personal LinkedIn profile so students have a better understanding of who they will be interacting with.

EXAMPLE EMAIL FOR COMMUNICATING WITH STUDENTS

Communicating with the students you are hosting is encouraged. Introducing your company and team members is a great way to get the conversation started before Leaders Conference begins! Here's an example:

AFA delegates,

Thank you for your interest in meeting with us at AFA Leaders Conference. We are excited to see both familiar and new faces! Our team will be hosting your group on November 6 during our Partner Social. Attached you will find more information about our company, photos of our team and links to our social media. We encourage you to review this information before the visit and come prepared with questions.

Our company believes that young leaders like you are key to the future. *Give some examples of your values and include links to your website.*

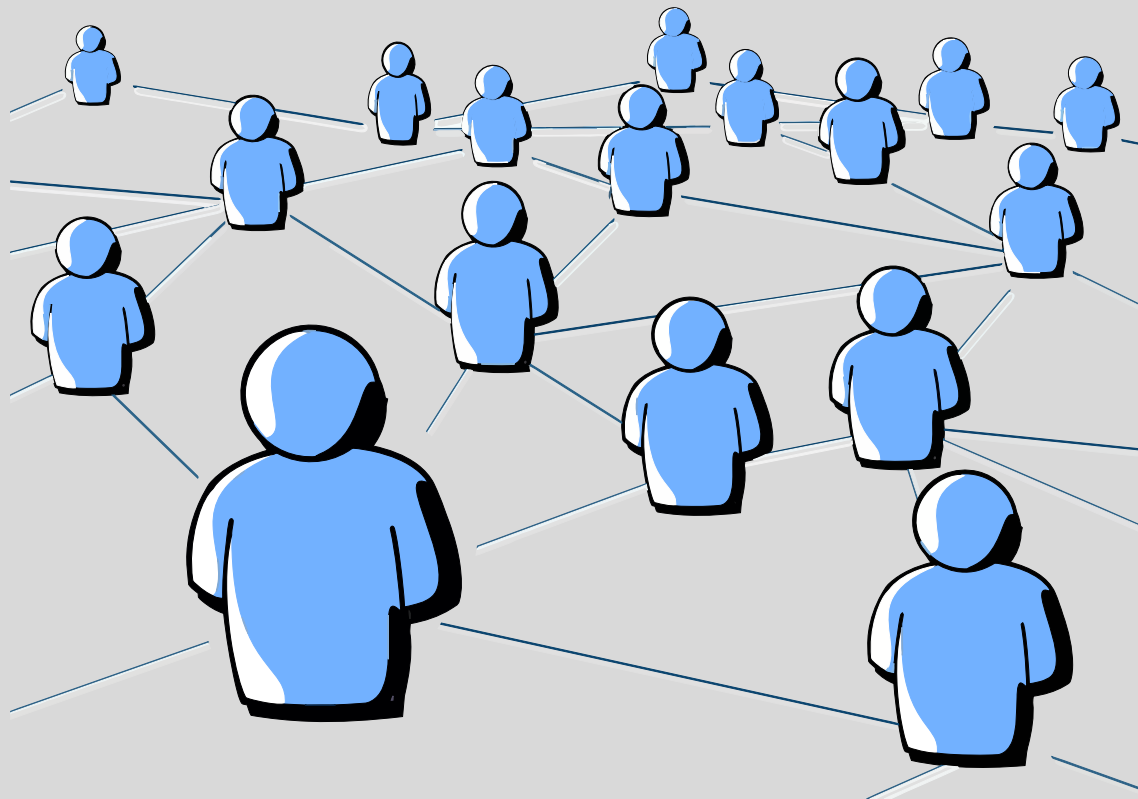
We look forward to seeing you!



TIPS

Student Interaction Tips for Speaking Roles

- Be prepared to interact with students by class status. For example, freshman may be timid, but don't discount them because they are young. You will be engaging with freshman, sophomores, juniors and seniors during various speaking roles.
- Wear company or organization logo apparel for easy identification.
- Streamline messaging and prepare all staff attending various speaking roles to introduce themselves and your company:
 - What is your elevator speech for why someone should work at your company?
 - What is your company's mission?
 - What key values are you looking for in potential hires?
 - What is your company culture like?
- Follow up is critical. Use the Resume Directory, LinkedIn, other social media or email to reach out to students that were engaged in the sessions you spoke in or asked company specific questions during your time together.

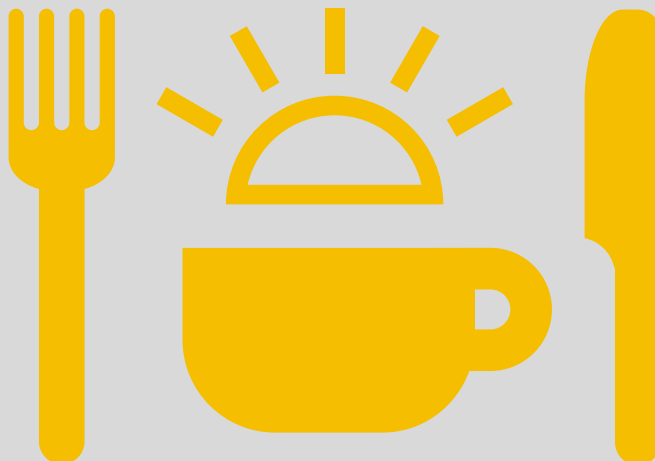


TIPS

Private Partner Social

\$27,500+ Benefit

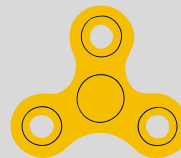
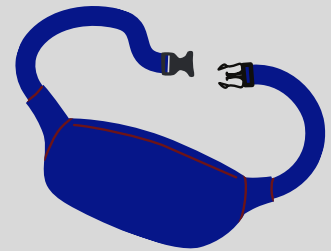
- This session is your time with the students paired with your organization. Take this opportunity to share more about your story and the opportunities for students to engage. You will receive the contact information of the students attending this session.
- There will be an AFA Student Leader host in your session to ensure questions are being asked from students and to troubleshoot any issues you may have. Please feel free to reach out to your Student Leader host if you have any questions throughout your partner social.
- **It's later in the day, so here's some ideas for engagement (get them up and moving):**
 - Try starting off the hour by introducing your team and each role they play in your organization. Add a few fun facts or icebreakers!
 - Trivia about your company can be an interesting way to get students thinking about what your company does and gauge how much they already know. Please note that there will be no Audio/Visual capabilities.
 - Use social media! Let the students take selfies with your team and post them tagging your company or **#AFALC25** to give your company some brand recognition for all the hard work that you put into conference.



TIPS

Branded Swag Items

- This is an opportunity for students to have a useful item with your logo or brand constantly in sight. Wondering what type of swag items students like? Well, we asked them:
 - Stress Balls (prefer that they be fun shapes/items applicable to business)
 - Pop-Sockets
 - Cooler Cups
 - Stickers/ Buttons
 - Metal Water Bottles
 - Fidget Toy
 - Fanny Pack
 - Stadium Cups
 - Hot/Cold Packs
 - Hats/Beanies
 - Pens, Highlighters, Stationary, etc.
 - Portable Chargers
 - SNACKS - students' largest ask is snacks, so if your company produces or plays a role in the distribution of individually packed snacks, students would be overjoyed to see those!



2026 AFA Calendar:

AFA Sustainability Institute

February 15-17, 2026
San Antonio, TX

AFA Precision Ag Institute

February 25-27, 2026
San Antonio, TX

AllianceX

March 25-27, 2026
Nashville, TN

AFA Animal Institute

April 12-14, 2026
Kansas City, MO

AFA Plant Science Institute

July 19-21, 2026
Raleigh, NC

AFA Policy Institute

September 13-15, 2026
Washington, D.C.

AFA Food Systems Institute

September 27-29, 2026
Chicago, IL

AFA Leaders Conference

November 5-8, 2026
Kansas City, MO

