



2023 Student Careers Program Ambassador Information & Guidelines

Wednesday, April 12

Minneapolis Convention Center

10:00 a.m. – 5:00 p.m.

Light morning snacks during the program included

There is no cost for companies to participate as Poultry Ambassadors

What is the Student Careers Program?

PEAK's Student Careers Program – in partnership with our sponsor, Cargill – is a one-day event held in conjunction with PEAK 2023, the largest trade show and convention that is 100% exclusive to the poultry industry in North America.

The Student Careers Program is geared toward instructors and their students at technical and community colleges (although all students in four-year universities or high schools are also welcome) who want to learn more about the poultry industry, find out what internship and career opportunities are available, and meet and network with poultry companies and other vendor companies. Registration is complimentary for students and instructors.

What is my role as a Poultry Ambassador?

You will participate in the morning program speed networking session and will be assigned to an instructor and/or student to take into the PEAK Exhibit Hall to introduce them to your colleagues, vendor company contacts you may have, and help answer their questions about what you and your company does – and what career opportunities are applicable to your company.

As an Ambassador, you will be expected take your instructor and/or student under your wing after the morning program, pay for their lunch, visit the trade show floor, and showcase the poultry industry in a positive way. Your company is welcome to designate more than one (1) Poultry Ambassador to our program.

Note: Depending on the number of participants in the program, you may be assigned more than 1 person to shadow you in the Exhibit Hall. We will aim for a 1-to-1 connection with a student or instructor and will do our best to limit your group to no more than 3 students and/or instructors as needed.

SCHEDULE

10:00 a.m. – 11:30 a.m. Speed Networking and Poultry Careers Panel Discussion

For the panel, we will provide a peek into various companies in the poultry industry, including how they are structured internally, how they interface with their customers and consumers, and the wide variety of career opportunities available.

Companies showcased on the panel will run the full range from large/multinational and medium-sized ventures to grower partnerships and tech companies. Students and instructors will learn how the poultry industry embraces innovations in technology, engineering, IT, marketing and many other careers to ensure the success of the production of turkeys, chickens, and laying hens.

Speakers and companies to be announced soon!

11:30 a.m. – 5:00 p.m. Visit the PEAK Trade Show and Poultry Ambassador Connections

Each student and/or instructor will be paired with a Poultry Ambassador from the industry who will introduce participants to the vendors and truly give them a bird's eye view of what the poultry industry is all about. This will be a great opportunity to make new connections!

**To confirm your participation as a Poultry Ambassador,
[please RSVP here](#)**

RSVPs due by April 5, 2023. More information will be provided as we get closer to April 12, including room location, list of student and instructor participants, your assigned individual or group, etc.

Questions? Please email Lara Durben at ldurben@midwestpoultry.com
