

REQUEST FOR SPEAKERS: 2021 VIRTUAL STAKEHOLDERS SUMMIT

May 5-6, 2021, Virtual

About the Animal Agriculture Alliance

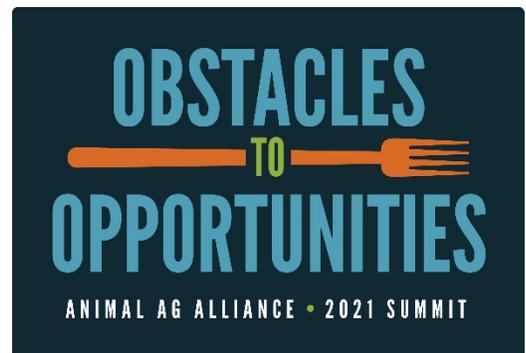
The Alliance is an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We CONNECT key food industry stakeholders to arm them with responses to emerging issues. We ENGAGE food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We PROTECT by exposing those who threaten our nation's food security with damaging misinformation.

About the 2021 Stakeholders Summit

The annual Stakeholders Summit brings top thought leaders in the industry together to discuss hot-button issues and out-of-the-box ideas. The 2020 event (hosted virtually) was the largest yet, attracting 515 attendees. The Summit is a one-of-a-kind conference attended by a diverse group of decision makers, including representatives from farms, ranches, food processors, restaurants, grocery stores, legislatures, universities and government agencies. Given ongoing public health concerns surrounding hosting large events, the 2021 Summit will be hosted virtually, allowing attendees to join us from around the world without leaving their home or office. We are currently planning for the bulk of the Virtual Summit content to be presented on May 5-6, 2021. We ask our prospective speakers to be flexible as we work to adapt to host the best event possible given the changing environment.

2021 Theme: "Obstacles to Opportunities"

Challenging times. Unprecedented times. Uncertain times. We're all over the clichés. But we're far from over the impact COVID-19 and 2020 in general have had on agriculture and the food industry. However, there is hope. With the right tools we can ensure the food chain is stronger than ever. We can use this time to hone our messages, fine-tune our strategies and connect, engage and protect like never before. Now is the time to turn the obstacles of 2020 into opportunities for the decades to come, and 2021 Virtual Summit attendees will leave with the right tools and ideas to do just that.



Potential Topics

We are seeking presentations that will provide unique and thought-provoking ideas and focus on actionable tools attendees can immediately use and implement. Speakers should include time for a question and answer portion. Potential topics include:

- Deep-dives into the challenges of 2020 (supply chain disruptions, processing hurdles, activist campaigns) and what we can learn from them
- Perspectives on key issues in animal agriculture from throughout the food chain
- Preparing for changing consumer attitudes and preferences
- Activist tactics and strategies for response
- Taking opportunities to engage the media, influencers or consumers
- Out-of-the box ideas to promote or support animal agriculture

Selection Process

Complete and submit the [speaker proposal form](#) by January 8, 2021 (deadline extended!). If you have questions or trouble with the form, contact Hannah Thompson-Weeman at hthompson@animalagalliance.org.

Our goal is to provide presentations that meet the diverse interests of attendees and fit the Summit theme. We aim to provide specific, action focused sessions that provide attendees with knowledge they can put into action on their farm or in their business. Presentations may not be used to sell products or services.

Proposals will be reviewed by the Animal Agriculture Alliance and notifications will be emailed after the selection process is complete. If selected, your presentation will be promoted on the 2021 Virtual Stakeholders Summit website, social media and in Alliance press releases. You will gain valuable professional exposure and networking

opportunities as a speaker at this event. **As the Alliance is a nonprofit organization, preference will be given to presenters willing to share their expertise without the expectation of payment.** The Alliance will provide complimentary Virtual Summit registration to selected speakers.

