FUTURE
NOW

FUTURE NOW
Campus Ambassador Program

INFO SESSION
2022

FUTURE NOW MEDIA FOUNDATION

FUTURE NOW

FUTURE NOW Media Foundation is a 501(c)3 charitable nonprofit leadership incubator that engages, mentors, and connects college students to become future leaders in the media and entertainment industry.

We believe in providing equal opportunity, exposure and access to advancement for the next generation and future generations of leaders.

We envision a **strong**, **vibrant**, **diverse** and **inclusive** community of future leaders in the media and entertainment industry, who stand for **integrity** and **excellence.**

MEET THE FOUNDER

Margaret "Peggy" Kim
Founder & CEO
FUTURE NOW Media Foundation

- Peabody and multi-award-winning Executive Producer
- 300+ hours of award-winning, critically-acclaimed documentaries and nonfiction series
- History Channel, ABC News, CBS News Productions, NBC Sports / Olympic Unit, MSNBC, Associated Press Television
- Worked in Poland, Germany
- Williams College, BA, Political Science
- Columbia University, MA, International Affairs

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EVENTS & NETWORKING OPPORTUNITIES

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- Conference
- Leadership Talks
- Meet the Recruiters Info sessions
- Workshops
- Speed Mentoring Events
- Mentoring Program
- Podcast
- Volunteer Opportunities

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2022 SPONSORS

MEET THE CO-DIRECTORS

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Imani Coaxum

- Freelance digital marketing apprentice
- Media Management, The New School
- Future Now Marketing Volunteer

Nate D'Agostino

- TV New/Feature Writer at Looper
- Film & Media Studies at University of Rochester, 2023
- Future Now '22 Alum & Volunteer/Mentee

Hannah Fishlow

- Distribution at Film Movement, HBO Max Campus Brand Manager
- UC Berkeley Media Studies 2021
- Taught english in Spain 21-22'

WHO ARE CAMPUS AMBASSADORS

FUTURE NOW

Campus Ambassadors are leaders that will spread FUTURE NOW's mission through community outreach and social initiatives on your campuses.

Main Goals:

- **Bring awareness** of **FUTURE NOW**
- **Share about upcoming events and program offerings** via different avenues (social media, career services, club fairs and activities, etc.).
- **Get students to APPLY** for the ***FUTURE NOW Media & Entertainment Conference***!

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IF YOU ARE...

- Passionate about the media and entertainment industry
- Involved on your campus
- Looking to build your resume
- Looking to improve your network and marketing skills
- Interested in working with a team
- A motivated self- starter
- Reliable and Committed

...THEN THIS PROGRAM IS FOR YOU

BENEFITS & PERKS

FUTURE NOW

- **FREE ACCESS** to the ***2023 FUTURE NOW Media & Entertainment Conference*** and all FN events leading up to conference
- **SPECIAL RECOGNITION** and call outs at the Conference
- **OFFICIAL CERTIFICATE** as a FUTURE NOW Campus Ambassador
- **INDUSTRY EXPOSURE** thru Spotlight feature about YOU on FN's social media channels
- **EXCLUSIVE group mentoring session** with the Founder & President
- **FUTURE NOW Campus Ambassador** on your **RESUME**
- **Official recommendation** on your LinkedIn profile
- **Top recruiter for Conference** will be honored and awarded a **special prize**

CAMPUS AMBASSADOR RESPONSIBILITIES

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REPRESENT FUTURE NOW, sharing its mission and values with students on campus.

COORDINATE with clubs, professors, career services, and other campus outlets to get the word out!

BE POINT OF CONTACT for students, professors, or anyone who has questions

PARTICIPATE

COMPLETE accountability checklist

MEET DEADLINES

CHECK-IN!

MAIN GOAL - RECRUIT APPLICANTS for FUTURE NOW Media & Entertainment Conference

FUTURE NOW

- Dates: Wed – Fri, May 31 - June 2, 2023, 9am - 2pm PST / 12pm - 5pm EST
  - Day 1 – CONTENT OF MEDIA
  - Day 2 – BUSINESS OF MEDIA
  - Day 3 – TECHNOLOGY OF MEDIA

- Programming:
  - Keynotes
  - Panel discussions
  - Workshops
  - Speed mentoring sessions
  - Info sessions with recruiters

- For latest info, go to FN site (updated regularly: schedule, speaker bios, and headshots)
- All attendee's application materials will be distributed in an e-Talent Portfolio to all sponsors for recruiting purposes.

THE CONFERENCE - application process

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Application available: https://www.futurenowconference.com/conference

1. **Application requirements:**
   a. Resume
   b. 500-word essay
   c. Recommendation letter from professor or employer
   d. Work Sample (optional)

1. **Once notified of acceptance, you will be required to REGISTER. There is a registration fee. Scholarship application is available to cover fee for anyone for whom the fee is a hardship.**

***Submit a strong application and apply as early as possible! Application materials are shared as e-Talent Portfolio with all the RECRUITERS and SPONSORS of the conference.**

CONFERENCE - PRICING BREAKDOWN

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- $99 - For the **first 40 people** who apply and are accepted to attend
- $129 - Early Bird Registration - April 15
- $149 - Regular Registration - May 1
- $199 - Late Registration - May 15
- Scholarship opportunities are also available to those for whom these fees are a hardship.

IMPORTANT DATES

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Acceptance notifications on a rolling basis

NOVEMBER → **FEBRUARY** → **MARCH** → **APRIL** → **MAY** → **JUNE**

NOVEMBER
NOV 15
APPLICATION OPENS

MARCH
MARCH 1 APPLICATION DEADLINE

APRIL
APRIL 15
EARLY BIRD REGISTRATION

MAY
MAY 1
REGULAR REGISTRATION

MAY 15
LATE REGISTRATION

JUNE
MAY 31 - JUNE 1 CONFERENCE

TRACKING YOUR PROGRESS

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We will provide a checklist of tasks. Some examples could include:

- Share FUTURE NOW generated posts on your social media and tag FUTURE NOW (IG, FB, Twitter, LinkedIn).
- Get permission from prof to share FUTURE NOW with your class and do a brief presentation

A Point System to track your progress:

- For example: Hosted a FN Zoom info session on campus = 15 pts
- The top Campus Ambassador that acquires the most points by the FN Conference, will be awarded a special prize

OUTREACH: WORKING REMOTELY
Some examples of what you can do

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CONDUCT Zoom info sessions with relevant classes

- Media, Film / TV / Radio, Marketing, Tech, Management, Communications, Business, etc.

EMAIL and TALK TO PROFESSORS and CAREER SERVICES REPS about the conference

- Ask them to pass information and important dates along to their students

SEND E-BLASTS to fellow students

- Ask to do presentations about FUTURE NOW at their meetings;
- Pitch it as an opportunity for them to fill an entire meeting with a FUTURE NOW presentation and Q&A

CONTACT school paper, radio station to put an ad, do a piece on FUTURE NOW

OUTREACH: CONNECTING ON CAMPUS

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- **Announce or present FUTURE NOW information at club meetings**
  - Ask first!
- **Meet with key stakeholders**
  - Professors, department heads, career services, etc.
- **Present FUTURE NOW in a class**
  - Typically at the beginning of a class session
  - Communicate with professor first
- **Set up table in common space to talk to students about conference and other events**
  - Stay COVID safe, though!
- **Talk to other students in your classes or clubs about FUTURE NOW**
- **Get Greek Life involved!**
  - Do a presentation for the Greek Life Community on campus

OUTREACH: CONNECTING ON SOCIAL MEDIA

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- **Post on your own about upcoming FUTURE NOW events**
  - On LinkedIn, Facebook and Instagram
- **FUTURE NOW Instagram Takeovers**
  - Take over the FN Instagram account for the day so people get to know you!
- **Add to your stories and post on Facebook and Instagram**
  - Think: flyers and countdown stories to important dates
  - Facebook and LinkedIn Groups
  - Tell people in any Facebook or LinkedIn groups you are in about FUTURE NOW and recruit through those channels
- **Be Creative**
  - Try to work in FUTURE NOW into everyday stories

TIPS TO GET STARTED

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- LOOK THROUGH THE FUTURE NOW WEBSITE
  - Make sure you have a good understanding of who we are, our mission, what we do, etc.
  - The website is the best resource to learn about the conference.

- START PRACTICING PRESENTATION SKILLS
  - Get comfortable talking to people about FUTURE NOW through Zoom presentations

- BE PROFESSIONAL
  - Remember you represent the FUTURE NOW Conference anytime you talk about it.
  - Look presentable; on video calls, try to use a simple, non-distracting background
  - Check your spelling and grammar in all your email correspondences. Ask someone to proofread your emails, if it would be helpful to you.

- ASK FOR HELP ANYTIME
  - We are always available to you and happy to answer any question no matter how small!

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STAY CONNECTED!

FUTURE NOW
SOCIAL MEDIA

@futurenowmedia

@futurenowmf

@futurenowmf

@futurenowmf

future-now-media-foundation-inc

WE GOT YOU!
YOU GOT THIS!

QUESTIONS? COMMENTS?

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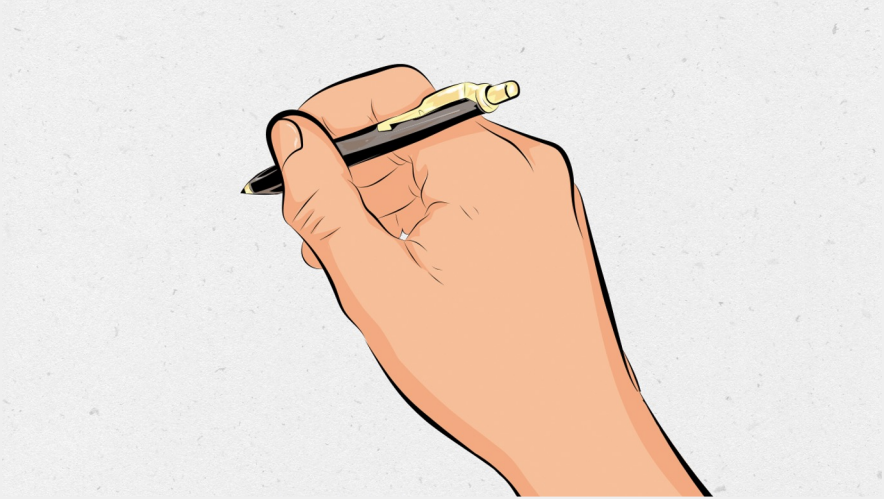
Email us: fnambassador@gmail.com

Use this email to let us know if you're interested in being part of the team