



IFTNext

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Senior Director of Knowledge and Learning



Nutrition Facts	
Serving Size ½ cup (114g)	
Servings Per Container 4	
Amount Per Serving	
Calories 90	Calories
Total Fat 3g	
Saturated Fat 0g	
Cholesterol 0mg	
Sodium 300mg	



What is **IFTNext**?

The Vision

IFTNext is a heightened, purpose driven commitment to bringing provocative ideas and discoveries together to inspire thoughtful, important conversations that challenge conventional approaches with the goal of informing global issues related to the science of food.



The Objective

The objective of *IFTNext* is to inspire, support, challenge and amplify original ideas in support of fulfilling IFT's vision and mission.



The Goal

Build upon the establishment of the 'IFT*Next*' brand (IFT16) to provide a curated, impact-based, and future- focused vehicle for engaging creative, forward thinking individuals in conversations and activities that provoke a better understanding of how global, transdisciplinary collaboration can advance and instill innovation in the science of the food and its related fields. It is not meant to be contrary to what IFT has always stood for, but rather to complement and extend that work.

IFT16 Scientific Session Attendance and Evaluation Data

- Overall event attendance: approx. 24, 000
- Unique attendees at scientific sessions: 8,164
- # of attendees who purchased full access passes: 6500
- Average session attendance: 130
- Average time spent at sessions: 115.3 minutes
- Average attendance at Genomics Day: 75 (range of 50-141)
- Average session quality scores: 4.4 up from 4.2
- Average session usefulness scores: 4.2 up from 4.0

IFTNext at IFT16



The IFT17 IFT*Next* Concept

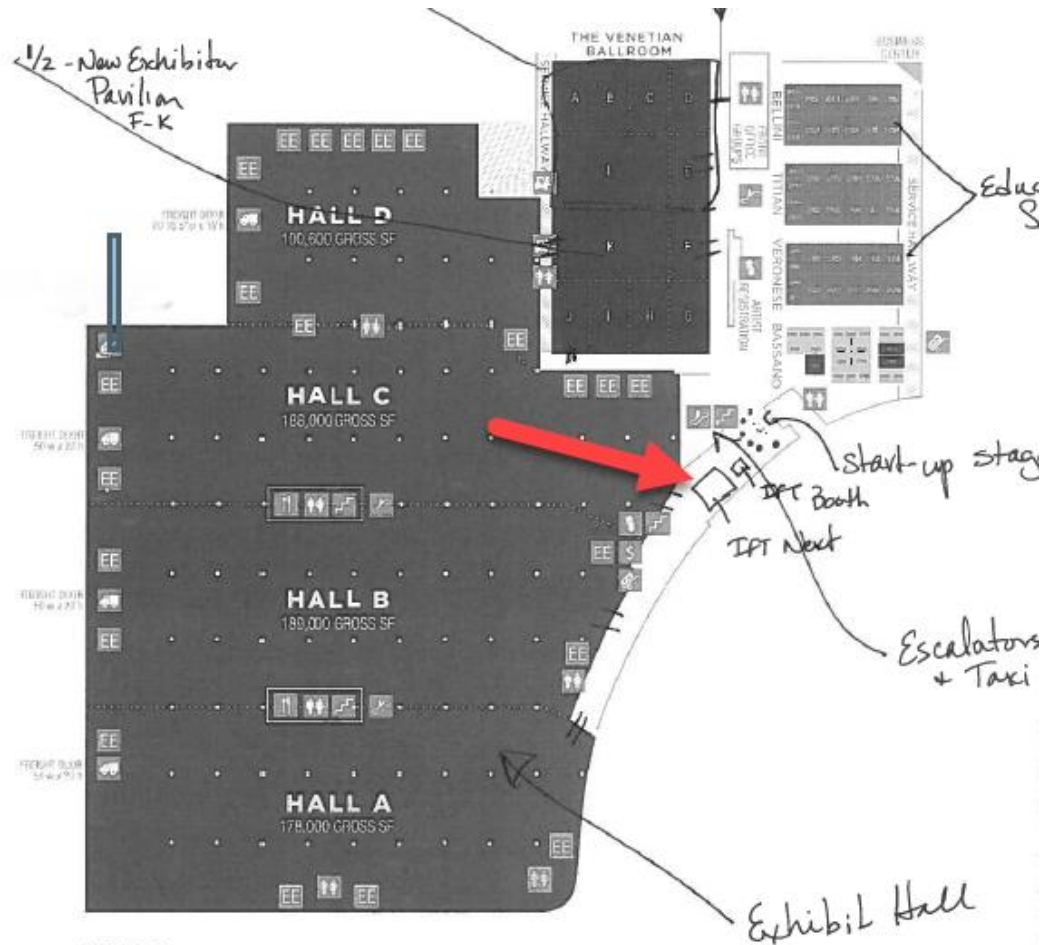
1. **Collaboration Space**- Open-seating area for attendees to network and relax
2. **“Start-Up Alley”** modified exhibit opportunity for start-ups at lower price point
3. **Critical Conversations Stage** – innovative and forward-looking presentations and events. Includes “pay to play” for exhibitor content replacing Food Tech Forum on expo floor. Innovation station?
4. **Think Tank** – Advisory board of thought leaders from inside and outside food science that will guide IFT*Next* planning





Floor Plans

Sands Expo Center,
Level 2
Lobby



HALLS A, B, C & D:
*Ceiling height is 32'. Columns are 24' square and set 60' x 90' center-to-center apart.



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How can Divisions get involved in IFTNext?

The Opportunity

IFT*Next* provides several opportunities to divisions, and the science of food as a whole. IFT*Next* provides:

- IFT members the opportunity to engage in enriching, thought provoking dialogues to challenge and extend ongoing personal and professional growth
- IFT greater community the opportunity to work with professionals in related fields to problem solve, challenge common thought and collaborate to advance the importance of sound science and global collaboration
- IFT Association, Student Association and Feeding Tomorrow the opportunity to position themselves as one overarching association dedicated to engages thought leaders and innovators thereby supporting each components mission and vision

The Format

- *IFTNext* is about being interactive and non-traditional in format with the goal of inviting/encouraging trans-disciplinary collaboration. Appropriate *IFTNext* formats could include debates, roundtables, or “campfire” discussions, “TED Talk” style video content, infographics, interactive media, retreat-style short courses or virtual meetings aimed at sharing ideas and provocative topics with a broader audience.

The Audience

IFTNext would focus on bringing together thoughtful, passionate and forward thinking:

- Food professionals in academia, industry and government
- International and scientific organizational partners
- Technologists, engineers and sociologists
- Policy makers and philanthropists
- Social change agents
- Entrepreneurs

Propose an event

- Submit a brief proposal using this surveymonkey form: <https://www.surveymonkey.com/r/IFTNextSubmission>
- Proposals can be in the idea phase and fleshed out later
- Proposals submitted by 1/16 will be reviewed by 1/31 and organizers will be notified of their acceptance by 2/1/17





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Questions?

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