



Brant County's Foremost Year Round Event Facility

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August 1st 2021

Dear Paris Fair Ambassador Contestant,

We are very happy to have you in our Paris Fair Ambassador Competition this year. The Ambassador competition kicks off our 2021 Fair and there are many opportunities for you, the contestants, to participate throughout the fair weekend. We also have a mentoring program. You will be contacted by a member of the Ambassador committee who will serve as a mentor to help you prepare for the competition, answering your questions and supporting you in any way possible.

Attached you will find more information about the competition and our upcoming **Orientation Night Thursday August 26th commencing at 6:30pm** in the J.H. Buck Exhibition Centre, Paris Fairgrounds. Please bring your completed resume to Orientation Night, be mindful of neatness and accuracy. Information will be provided that evening regarding details of the competition. You will be able to meet the other contestants, acquire tips for your speech and interview, learn about final tips about your video focusing on your sponsoring organization and run through the events of the competition night. Dress for Orientation night is business casual – a summer dress, or dress pants and a nice shirt would be ideal- No jeans please. The evening will kick off with a photo opportunity for the local media.

The competition itself will begin at **4:00 pm on Thursday, September 2nd, 2021** (in the J.H. Buck Exhibition Centre and the Board Room/Hospitality Room down the hall) with individual interviews with the judges, followed by dinner with the contestants, judges, Ambassador Committee members, local politicians and the Paris Agricultural Society/Homecraft Presidents. You will have time to freshen up and relax before the public program begins at 7:00 pm. You will be presenting your speech at this time. The speech topics will be provided and are to be three to four minutes in length. The evening will conclude with the selection of the 2021 Paris Fair Ambassador and a reception to which you, your family, and members of the sponsoring organizations are invited.

If you are unable to attend the Orientation night please let Valerie know as soon as possible. Please feel free to contact Valerie at 519-732-1928 if you have any questions. We look forward to meeting you!

Sincerely,

Valerie Stone and Melissa Howell
Co-chairs, Paris Fair Ambassador Committee

Be The Next Paris Fair Ambassador

Representing the Paris Agricultural Society as the Paris Fair Ambassador is a great honour and tradition. 2021 marks the 56th anniversary of the competition. Our goal is to provide young adults opportunities to build skills, become involved in their community, and make friendships that last a lifetime.

Contestants must meet the following criteria:

- 17 years of age as of August 1st, 2021, and not be 24 years of age by August 1st, 2021
- Single
- Has not previously reigned as Ambassador of any fair
- Be available to represent the Paris Agricultural Society for the duration of the 2021 Paris Fair and at various events for one-year commencing Labour Day weekend, 2021.
- Be available to represent the Paris Agricultural Society at the Canadian National Exhibition in August 2022
- Have a Sponsoring Organization (a non-profit community organization), to provide the \$50 entry fee. The contestant may contact an organization of their choice, or the Paris Fair Ambassador Committee can obtain one on your behalf.

The Competition includes:

- A written resume
- An interview with a panel of 3 judges (10 minutes)
- A Prepared speech (3 to 4 minutes)
- In Impromptu question
- A YouTube video about your Sponsoring Organization (maximum 2 minutes)

The video will feature the sponsoring organization (the role and services it provides to the community).

Each contestant will be assisted in the preparation of their video. The format will include

- An introduction
- Key Features about your sponsoring organization
- A closing

A member of the Paris Fair Ambassador Committee will work with you to record the video if you need. So don't worry... assistance will be available to make it great- please reach out and let Valerie or Melissa know if you need any assistance! The YouTube video will be featured prior and during the Paris Fair. Your Youtube video is to be submitted to Melissa Howell via Dropbox, Google Drive, USB or e-mail: melissajanehowell@hotmail.com by Tuesday August 31st 2021

All judging for the competition takes place at the Paris Fair on the Thursday leading into Labour Day weekend. The Paris Fair Ambassador will be required to represent the Paris Agricultural Society at various events for one year commencing Labour Day weekend. Each contestant will be assigned a mentor from the Paris Fair Ambassador Committee, who will be available to help prepare for the competition.

Orientation Night

All interested contestants are invited to Orientation Night. This is an opportunity to learn more about the competition, some tips for preparation, and to meet one another.

Orientation Night 6:30pm-9pm:

- Introductions
- Photos and individual interviews by local media
- Reigning Ambassador will talk about the highlights of her year to date
- Review timeline of competition night
- Dress for Success
- Interview Skills
- Video Information
- Impromptu Practice
- practice working with microphone and stage presence
- Final Tips

Please bring 3 copies of your resume to Orientation Night for tips from the committee.

Resumes are due on Thursday August 26th to Valerie @ valstone18@hotmail.com (if not already received), so that copies can be made and provided to judges prior to competition night.

Come prepared for an interactive and fun night!

Competition Night

This is it! All your preparation is done, so now it's time to deliver!

4:00pm- Arrive

Contestants arrive in the Hospitality Room (the Community Room located between the Exhibition Hall and Special Events Building), dressed in attire to be worn for whole evening

4:30 pm- Interviews begin

- Timed at 10 minutes per contestant
- Relax and smile – they are very nice people
- Competitors will be interviewed in alphabetical order of their sponsoring organization,

6:00pm- Buffet Dinner

- Contestants will be seated at tables with a judge, committee members, dignitaries (President of PAS, President of Homecraft division, local politicians and their spouses)
- There will be time to freshen up, review speech, relax before public part of competition begins

7:00pm- Public Portion of Competition – J.H. Buck Exhibition Centre

- Opening Ceremonies of the Paris Fair
 - Introductions: Contestants will go onto stage one at a time, walk to microphone to introduce self and sponsor, step to back of stage until all have been introduced, then all contestants will leave stage together
 - Speech: Contestants will be called onto stage individually to deliver their speech and then leave stage to resume seat
- 2021 TOPICS:**
- Agriculture
 - Volunteerism
 - Paris Agricultural Society
 - Community

1st Intermission

- Impromptu Question: All contestants will be invited onto stage together for individual impromptu questions

2nd Intermission

- Reigning Ambassador's farewell speech
- Competitors will be called onto stage
- Presentation of gift bags
- Runner up will be announced, gifts presented.
- Fair Ambassador will be announced, gifts presented

A reception in the Hospitality Room will follow.

Generous Business Donations

Each year the Paris Fair Ambassador Committee seeks donations from our local businesses. And each year we are amazed by the response! We are thankful for their generous donations! Please return the favour and support these local businesses. All businesses and donors will be listed on the competition night program.

Visit our website for full listing of gifts donated in 2019 at www.parisfairgrounds.com

Sponsoring Organizations

The Paris Fair Ambassador Program partners with fellow organizations as we seek and mentor our future community leaders.

Each contestant of the Ambassador Competition is sponsored by a community organization (a non-profit

community organization). The role of the sponsor is to provide the \$50.00 entry fee to help cover competition costs.

We are thankful to our many past sponsors. The 2019 Ambassador Competition Sponsoring Organizations were:

- Alford & Park Women's Institute
- Brant County Junior Farmers
- Paris Lions Club
- St. George Women's Institute
- St. George Lions Club
- Women Inspiring Women Women's Institute

As a contestant, you may contact a community organization of your choice and request their sponsorship support. If you're unsure, the Paris Fair Ambassador Committee will gladly find a sponsor for you.

Questions? How do I enter the competition?

Email: Valerie Stone, Co-Chair of the Paris Fair Ambassador Committee
Valstone18@hotmail.com

More information is available on the Paris Fair website:
<https://www.parisfairgrounds.com/paris-fair/ambassador-program/>

Be An Ambassador

Build your skills, your community and lasting friendships.

Helpful Tips and Suggestions

Resumé

The resumé is submitted prior to competition, and provided to the judges. This is their first impression of you. A copy will be given to the judges exactly as submitted.

Judges will consider:

1. Overall Presentation: Appropriate layout that conveys key information relative to the Ambassador position.

Tips: Seek input on best format for students. For example listing Extra Curricular and Volunteer Activities prior to education may be suggested.

2. Neatness: No spelling or grammatical errors.

Tips: Proofread, Proofread, Proofread. Ask someone else to check it over too!

Interview (10 minute interview)

The panel of 3 judges develop the set of questions. Each contestant will be asked the same questions. Judges may ask questions in the general areas of:

1. You, Your Goals and Future Plans: An awareness of strengths and weaknesses, and sense of future direction.

Tips: Be yourself, as the judges want to get to know you. A common question that you can prepare for: "Tell me about yourself". This is your chance to highlight your strengths and why you want the position of Paris Fair Ambassador.

2. Resume Features: Education, Extra Curricular Activities, and Volunteer Commitments.

Tips: When asked about your resume, provide new information rather than re-stating what is written. Highlight what you consider most relevant to the Ambassador position, and give more details that enhance the judges understanding of you.

3. Knowledge of Agriculture: General awareness of the type of farming in the area, community/government leaders in agriculture.

Tips: You don't need to be an expert about farming, but the Ambassador represents the Paris Agricultural Society. Determine how you are connected to agriculture and proudly share that connection (for example you live on a farm, you have a relative who farms, you like buying from farmers, or you participate in rural community activities). Understand what area farmers grow, research current issues that farmers are facing.

Speech (3-4 minute prepared speech)

A 3-4 minute prepared Speech. The speech is your chance to demonstrate the ability to prepare and deliver a meaningful message.

Judges will be considering:

1. Topic:

It should be relevant and appropriate for audience, and the purpose should be clear (for example is the speech meant to entertain, inform, or encourage action?)

2021 TOPICS:

Agriculture

Volunteerism

Paris Agricultural Society

Community

2. Delivery:

Enunciate well, speak slowly (pausing for effect), vary eye contact, and make use of gestures, and facial expressions.

Tips: Remember good posture and breathe deeply. Be aware of distracting "nervous" habits such as overuse of hands and "ums". Speak into the microphone.

3. Overall Presentation:

The speech should be well written and well rehearsed.

Tips: Prompt cards are encouraged, but avoid reading. Be natural, but avoid slang, technical or difficult words.

Impromptu Question (25-30 second answer)

The purpose of the impromptu component is to see how well you think on your feet. As Ambassador you will meet and greet the public and may be required to speak with little or no notice. All impromptu questions will follow a similar theme, but may or may not be related to the Paris Fair.

Judges will be considering:

1. Your answer:

Your response needs to answer the question (your response should be within 25-30 seconds).

Tips: Take a deep breath. Take time to develop an answer in your head, before beginning to speak. Go with your first thought. Begin your answer by restating the question.

2. Delivery:

Speak slowly, make eye contact and smile.

Tips: Be yourself and show your personality. Be natural but remain poised.

3. Knowledge.

Your ability to demonstrate knowledge and/or awareness of current events.

Tips: Provide examples to support your thoughts. Be confident in your answer, keeping in mind that a balanced opinion will be best received (i.e. avoid controversial statements).

YouTube Video (2 Minutes MAX)

This is your chance to demonstrate your ability to represent a community organization (primary role of an ambassador). The video should include 3 key segments:

1. Introduction of the organization: it's role and the services it provides in the community.
2. Body: Highlight the most interesting features of the organization and what they do for our community. You may consider including an interview with their local president, footage of volunteers in actions, or pictures of some of their work. Be creative and ensure it showcases your sponsor well.
3. Closing: Summarize and highlight main message that audience should remember about the organization.

Overall Impression

The Ambassador represents an organization, so the overall impression is considered.

This includes:

- Personality
- Appropriate Attire
- Poise/posture/manners
- Communication Skills/ Interpersonal Skills / Manners
- Self-confidence

2021 Key Dates:

Thursday August 26th 2021- @ 6:30pm Ambassador Orientation Night- Competition Focus

Thursday August 26th 2021- Resume to be emailed to Valerie Stone: valstone18@hotmail.com

Monday August 31st 2021- Youtube video completed and submitted to Melissa Howell via Dropbox, Google Drive, USB or e-mail: melissajanehowell@hotmail.com

Thursday September 2nd 2021 @ 4:00pm 2021 Paris Fair Ambassador Competition Night

2021 Paris Fair – September 2nd – September 6th 2021