

The Importance of Working with the Academy

Creating Positive Professional Connections

Positive relationships with industry are vital to developing the careers of Registered Dietitian Nutritionists and Nutrition and Dietetics Technicians, Registered. Selecting the right products and services is an essential element for dietitians who work in a variety of settings from hospital/patient care, food service management, clinical nutrition, and community outreach. Business relationships are important connections and resources for dietitians as they conduct the daily aspects of their jobs, enhance patient's health and well-being, maximize productivity, and build their knowledge about products, changes and trends. Building future business relationships can help dietitians when a product or service has changed or when an additional product or service is needed. It can also provide a way to enhance the profession.

Building the Relationship

Business relationships are built over time as the RDN and the NDTR progress in her/his career. Participating in the myriad of promotional activities throughout the year and more specifically at the Food & Nutrition Conference & Expo™ can enhance the relationship-building process, while supporting both professional and sales goals. FNCE®-related promotional activities provide a forum to expand a company's reach to a greater number of Academy members, and allow time for the development of business relationships. Exhibitors are important to the continuous education of dietitians, providing current product and service information, trend information, and funding for specialty and national educational activities.

Not Being a Buyer Today

Not being a buyer today doesn't mean that they will never buy. Dietitians and food and nutrition professionals work in a variety of settings, each with its own set of budgetary restrictions. Economics change and needs change. Academy members are each other's best resource for referrals and references. These references and referrals will include not only comments on the product or service but also on the character and reputation of the company. The investment a company makes in a relationship with a dietitian is far broader than making the sale. A good relationship will reap benefits for the company in both the short term and in the long term. Consider it an investment.

The Academy's Exhibitor Advisory Council

The Academy Board of Directors recognizes the value of the relationships between businesses, exhibitors and the Academy as an organization. The Exhibitor Advisory Council is the exhibitor's liaison to the Academy. All of the EAC Members are a valuable resource on-site as well as in advance of the Food & Nutrition Conference & Expo™. Their main role is to provide feedback to the Association and recommend improvements for the FNCE® Expo.

