

# NEW AT WORLD DAIRY EXPO 2021

SEPT. 28 - OCT. 2, 2021 | MADISON, WIS.

## 1. [SUNSET CELEBRATION](#)

It's time to celebrate the return of World Dairy Expo with a free concert hosted in The Tanbark on Friday, October 1 for the global dairy industry! Details on how to secure a free ticket will be announced this summer along with information about the performers.

## 2. [NEW MOBILE EVENT APP FEATURES](#)

Expo's mobile event app now includes cattle and exhibitor search functions in the New Holland Pavilions and Cattle Tent that mirror search features available in the Trade Show. Real-time results from the Dairy Cattle Show and the Railbird Judging Contest are also transitioning to the mobile event app. Expo's app can be downloaded for free by searching "World Dairy Expo" in the [App Store](#) or [Google Play](#).

## 3. [CAREER CONNECTIONS](#)

Trade Show and Dairy Cattle Show exhibitors, along with non-exhibiting farms, are encouraged to harness the power of the global dairy industry at WDE in their search for top talent. Career Connections introduces businesses to students and young professionals in search of new career opportunities in the dairy industry through a virtual component and an in-person event at Expo on Friday, October 1. Free registration for participating companies and farms is now [available here](#). Student and job seekers, watch for more information to register in early August!

## 4. [TRADE CENTER](#)

The Trade Center is expanding to house additional exhibiting companies, the World Forage Analysis Superbowl and Dairy Forage Seminars. The new structure, now located on the east end of the Outdoor Trade Mall, also features glass walls, improved lighting, and temporary flooring. These improvements were made to enhance the attendee and exhibitor experience.

## 5. [THE TANBARK MOVES TO A NEW HOME WITH NEW HOURS](#)

Relocated to the Arena Building, The Tanbark is a central hub for networking and dining at World Dairy Expo. The expanded footprint of The Tanbark and its new location make it the ideal site for dining, viewing ExpoTV, sponsored nightly happy hours, meetings with customers, reconnecting with friends, Tanbark Talks, and the Sunset Celebration.

## 6. [TANBARK TALKS](#)

Members of the global dairy industry are invited to start their mornings at World Dairy Expo with educational and insightful Tanbark Talks. This new opportunity to learn at Expo takes place in The Tanbark at 8:00 a.m. each morning. The confirmed schedule to date includes:

- Wednesday: Farming Forward Through Enhanced Innovation and Farm Profitability
- Thursday: U.S. Farm Report LIVE, hosted by Tyne Morgan
- Friday: This Business Called Agriculture, presented by Damian Mason

## 7. [EXPO EN ESPAÑOL](#)

Expo's educational opportunities are growing to include seminars presented in Spanish for dairy owners, managers and mid-managers. These seminars are designed to provide valuable information for on-farm personnel and will take place Wednesday – Friday at 2:00 p.m. in the Exhibition Hall.

- Wednesday: Five Practices to Strengthen a Diverse Farm Team
- Thursday: How to Excel to a Leadership Position
- Friday: Panel Discussion: Strategies to have Engaged Employees and Reduce Turnover

## 8. [YOUTH SHOWMANSHIP CONTEST](#)

The WDE Youth Showmanship Contest is moving to Monday, September 27 at 2:00 p.m. with free online entries closing Sunday, September 26 at 4:00 p.m. Exhibiting in a breed show or showing an animal of your own is not required to participate. Entry information can be found on the WDE Youth Fitting & Showmanship Contests webpage.