

Philmont Ambassadors Seminars 2025

PTC Week #2 — June 15-21

Philmont Ambassador I — Everything You Wanted to Know and More

This seminar is designed for three types of Philmont Ambassadors: 1) the newest and recently approved members of the Philmont Ambassadors program, 2) those Ambassadors on the rolls who may not yet attended an ambassador seminar, and 3) our fellow Ambassadors who were trained years ago and wish to learn what's "new & improved" at Philmont and how to appeal to today's Scouting families. A backcountry tour and a behind-the-scenes look into Camping Headquarters will orient you to better answer questions about current Philmont Scout Ranch Treks and Cavalcades. Learn best practices to promote PTC conferences, STEM and conservation programs, individual opportunities, seasonal employment, and more. Need more ideas on designing and creating an eye-catching display? Have you had success in promoting Philmont at your Council's University of Scouting, Council and District Roundtables, and special events? Practice your "elevator" pitch and refine your storytelling skills tailoring your message to specific audiences to persuade them to experience the enchantment and magic found only at Philmont. Upon completion of this conference you will be better able to engage Scouts and Scouters, gain access to key council leaders and executives, and develop opportunities (both planned and "pop-up") for Philmont marketing. Attend this conference and be prepared to Change Lives!

* Must be a currently approved Philmont Ambassador to attend. *

PTC Week #3 — June 22-28

Philmont Ambassador Experience — Trek Prep

As an active Philmont Ambassador you likely have already spent time in the classroom at the Philmont Training Center learning about PTC Conferences, the Family Adventure Camp program, Silverados, Kids 'n Kin, individual and crew trek opportunities, Cavalcades, seasonal employment, and the second season programs. You have learned advanced presentation and display techniques, your "elevator speech" just rolls off your tongue at the drop of a Philmont-branded hat, and you've used this knowledge and experience to put together a numerous small group presentations. Are you wondering, what's next? Is there more to learn about Philmont?. Luckily, there is! Welcome to the Philmont Ambassador Experience (a.k.a. "Trek Prep"). During our week together, you will learn how to prepare for the challenges and opportunities of a Philmont Trek and to teach Trek Advisors how best to prep for their future Philmont adventure. Immerse yourself in a what a backcountry crew experiences both in basecamp AND overnight in the backcountry. You will also gather tips on how best to work with high adventure committee back in your home council to ensure your council's treks will have the best possible positive experience at Philmont. Give back to Philmont by volunteering in a service project at the PTC or at basecamp.

* Must be a currently approved Philmont Ambassador who has completed the Ambassador I Seminar to attend. Chairs of Council / District High Adventure Committees may also attend.*

** Parts A, B, and C of the Health and Medical Record are required for each participant **

*** Due to the backcountry overnight, participants attending without a spouse/other adult are unable to bring youth to participate in the Conference Youth Program**

Philmont Ambassador II and Beyond!

Eager to return to this magical place, the Philmont Scout Ranch? Interested in a deeper understudying of the interworking of the Philmont Scout Ranch? Have a desire to further hone your marketing skills? If so, register for the Ambassador II and Beyond seminar. Completing the Ambassador I seminar is a prerequisite to participating in the Ambassador II and Beyond training. We have an exciting week planned just for you that will cover topics on the Philmont Training Center and Camping Headquarters. Topics and backcountry destinations for Ambassador II and Beyond will change from year to year — so feel free to come back. Yes, we're calling you HOmE! We will have access to the Philmont leadership to update us on the latest developments at the ranch and for us to ask questions of them. Come join us for an exciting week!

* Must be a currently approved Philmont Ambassador who has completed the Ambassador I Seminar to attend.*

** Been there, done that? Each year we add new material and new backcountry destinations. Return HOmE. Enroll for the "... and Beyond!" experience. **