

How to Become a Conference Jedi

'Conferences are what you make of them.'

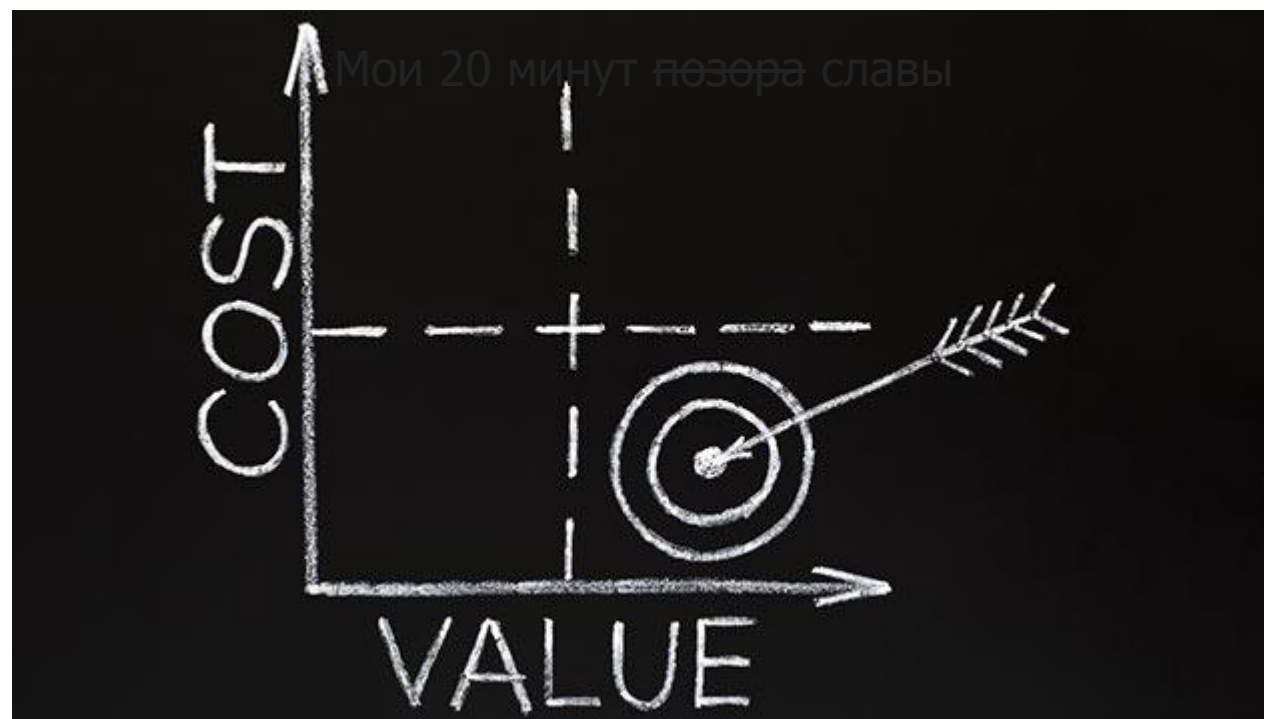


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The right attitude

Time and money — Investment
Measurable business outcomes — ROI



To cut the long story short

If there is another way to achieve the outcomes...

DO NOT ATTEND THE CONFERENCE



Why attend conferences

- Feedback
- Connections, network
 - Recruiting
 - Clients
 - Partners
 - Services
 - Advisors
 - Investors
- PR and visibility




Choosing wisely

- 'Reputation'
- Participants
- Size
- Focus
- Opportunity



Preparing properly

- Gain visibility
- Pre-introduce yourself and set up key meetings ahead
- Review the agenda
- Communicate and ask questions
- Orient yourself
- Bring the right gear
- Announce your attendance



"Before anything else, preparation is the key to success."

~ Alexander Graham Bell

Getting the most out of it

- Build a plan — be strategic with your time
- Register early
- Participate
- Conversations are more valuable than the sessions
- Manage your existing connections
- Going with coworkers
- Relax and have a good time
- Create content and share the smarts



Networking when you hate talking to strangers

- Make them come to you
- Bring a friend
- Have a few opening lines ready
- Research in advance

'You know, sometimes all you need is 20 seconds of insane courage. Just literally 20 seconds of just embarrassing bravery. And I promise you, something great will come of it.'



Doing post-conference follow-up

Have a system:

1. If there is a specific need, write your intended action on the card or use a digital tag.
2. If there are no next steps required, add the person to your address book.



Send a personal follow-up within min. a day — max. a week.

Something to remember

- Basic, high-level goal
- Prepare, Prepare, Prepare
- Plans are worthless. But planning is essential
- Strategy and tactics
- Sleep!
- Make something happen



Thank you!

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