

Top Strategic Ways to Maximize Your Conference Experience!

By: Dr. Jeffrey Magee, CBE/CMC/PDM/CSP

www.JeffreyMagee.com

www.ProfessionalPerformanceMagazine.com

Every day, countless professionals attend conferences, trade shows, and retreats, and it is these same professionals that make this pilgrimage and return home with minimal, if any, measurable benefit from attending. The professional meetings industry notes that on any given day just in North America, nearly 10,000 such events occur.

The obvious first question that one must consider is the WHY! WHY am I even attending this conference, convention, trade show, or meeting? Is it simply to escape work, unplug and have fun? OK, then calibrate your schedule and agenda accordingly. However, for most of us, attending an event should have more purpose!

The missed opportunities for the massive gain in attending these events are priceless, and here are a few immediate call-to-action KPIs to consider for your next outing:

- 1. Conference GOAL:** Have a clear overall conference goal before leaving home for what you want to end your conference experience with. Create a strategy mindset before you leave, and if going with others, make it a group event and discuss the actual real-life wins you need to aim at daily before you leave. Benchmark, have a tracking mindset or sheet for every day's activities, classes attended, speakers experienced, and people met against that GOAL; Recalibrate at the end of each day what the next day needs to focus on to ensure every day has peak ROIs! *Be bold! Disengage if your time could be better invested. MOVE ON!*
- 2. Team Goal:** If attending with colleagues or taking staff, review the event schedule and divide among yourselves accordingly to consume as many appropriate events as possible. As a Team, consider regrouping at the end of each day and sharing the best practices observed and gained for consideration when you return home for meaningful ROI! *Be bold! Disengage if your time could be better invested. MOVE ON!*

- 3. Pre-Set Power Meetings with Attending VIPs:** Consider who you know will be attending, clients, colleagues, prospects, and celebrities and create your target list. Then, reach out to them well in advance and set a time to meet one-on-one to address business agenda items while on-site. Set times during the event schedule that has nothing of importance to you to fill those gaps, or in between events and activities, or even a power meal as your guest. If you are staffing a booth as they say during the event, then leverage that space and schedule in advance time slots for people to stop by and meet with you, thus creating more energy and quality traffic to your space (I discuss these ideas and more in my SALES MASTERY: PERFORMANCE DRIVEN SELLING – 101 IMMEDIATE Strategies & Techniques to Understanding, Applying, Accelerating & Leveraging the Fundamentals to Selling Success for MASSIVE WINS!). This is a power-quality move that most never thinks about until the last minute or when they arrive too late.

- 4. LinkedIn and Link ... Follow ... Connect and Calibrate:** Make sure your own LinkedIn Profile screams rock-star professional and reflects the depth of who you are first. Then, attending your next event, look at the MVPs that will be attending, the Keynote Speakers and Breakout session Presenters, review to see the depth of their background and credentials or lack thereof! Are the people at the front of the room from which you are attending to learn, individuals with resumes more impressive than yours? Or, are these people individuals that really have limited to “NO” Intellectual Property or Intellectual Capital (IQ) from which to be upfront, and are more so purveyors of others IP and IQ and they are merely pretty faces with a voice?

Frame what you want to learn from each and make a pre-CONNECTION with them in advance, leveraging the event as your outreach, and start that meaningful growth today. Regardless of CONNECT or not, FOLLOW all key personalities attending and the critical organizations to be present (most businesses have a professional LinkedIn Profile as well), this will provide valuable intel on each before-during-after the event to you. And, yes by reviewing their LinkedIn Profile you may also save valuable time by not spending time with them and use that time for more valuable endeavors while at this event, when you recognize that the person may be masquerading as a person of importance, when in actuality their resume screams entry-level. *Be bold! Disengage if your time could be better invested. MOVE ON!*

- 5. Meeting Host Connection:** Meet with or check in via phone/text/email/chat with your Host daily to ensure you are accomplishing what they perceive you need to be accomplishing and that you are meeting the targeted strategic people at the conference! Ask them, what am I not doing that I need to be doing here? Who

am I not meeting with that you know and can introduce me to before I leave? *Be bold! Disengage if your time could be better invested. MOVE ON!*

6. **INTRO/Elevator Pitch/Positioning Statement/Precise ASK:** Have clarity of your "Ask" and "Needs" for being at this event and when and where ever possible, be confident, and just ask others! *Be bold! Disengage if your time could be better invested. MOVE ON!*
7. **EDUCATION & JOURNAL:** Make sure you attend EVERY Breakout, Concurrent Session, and General Session to gain the valuable knowledge you will not get back home. Network with each presenter as a valuable future Center-of-Influence advocate for you. YOU are foolish not to leverage and take in all the mental DNA opportunities while at this conference/convention/forum and leave with a massive journal of notes, ideas, and action plans. *Be bold! Disengage if your time could be better invested. MOVE ON!*
8. **LOG YOUR ACCOUNTABILITY ACTIONS:** Use your phone and calendar systems throughout each day to log specific Calls-To-Action directly into upcoming dates as you go. Hear or see something you should act upon? Log in to your calendar system for an upcoming date in the coming weeks, so when you get home, you will remember everything. *Be bold! Disengage if your time could be better invested. MOVE ON!*
9. **Give/Get SEE ME CARD/Business Card Exchange:** Share liberally real, valid, legitimate referrals to help everyone (GIVE and you will receive), and ask for them, too: be open to as many SEE ME CARDS from others all week! *Be bold! Disengage if your time could be better invested. MOVE ON!*
10. **NETWORK ACCORDINGLY & HAVE YOUR "BS" DETECTOR TURNED ON HIGH:** Meet and enjoy. Network and build alliances, but be cautious about wasting your time. If people can't validate/prove what they say or offer, RUN. People love to pontificate and puff themselves up at these events. Look for genuine players. *Be bold! Disengage if your time could be better invested. MOVE ON!*
11. **Nightly Evaluate Your SEE ME CARDS/Business Cards Collected & Prioritize Them As A-B-C:** Each night in private, review your SEE MEE

CARDS/Business Cards and evaluate the legitimacy of each independently against your GOALS (see point #2 above) and score them A-B-C (A being best, etc.) and add any additional notes on the cards that night to make sure you know exactly what each card means and what your action steps are for that card. If you wait until you get home, you will not remember what each card represents. *Be bold! Disengage if your time could be better invested. MOVE ON! ... Objectively review today's activities, notes, and people interactions and take action accordingly!*

12. Score A-B-C On Your SEE ME CARDS/Business Cards: Then arrange the cards in the A-B-C priority, reconnect with any A Cards as appropriate before the conference ends. Then make sure on the week you return home to connect with every A SEE ME CARD, the second week the B cards, and the third week the C cards. *Be bold! Disengage if your time could be better invested. MOVE ON! ... Objectively review today's activities, notes, and people interactions and take action accordingly!*

13. FACULTY Mentor: Find a Faculty/Breakout/Concurrent-Session Speaker or Subject-Matter-Expert (SME) during the week to mentor under, learn from, and ask if they would serve on your personal Advisory Board to ensure no trajectory mistakes at the conference/event or once back home. *Be bold! Disengage if your time could be better invested. MOVE ON!*

14. Review with the Host the Connection That Motivated You to Attend: If this is an event you are attending whereby someone from back home has invited you or has sponsored you to attend (as is the case with some associations or public events), set up a time to re-meet with that person before the week is over. Share your experience, SEE ME CARDS, and discuss how they can interact with you upon returning home to proceed forward and determine the dates of the next Forum to attend! *Be bold! Disengage if your time could be better invested. MOVE ON!*

15. Conference Directory (if there is one): Make sure you get a great photo, correct contact data, and a tremendous descriptive call-to-action description of who you are, what you do, and what you need in the directory. *Be bold! Disengage if your time could be better invested. MOVE ON!*

16. Use the Conference Directory (if there is one or the attendee list): Get your copy ASAP when available and review it for the people you need to reconnect

with before the conference ends. Allow any additional face-to-face meeting time to help, to share your specific request, or to ASK to assist. Use it as a 30-60-90-day review tool when you get home. Send follow-up handwritten "THANK YOU" Notes to those you meet and forge those new relationships forward. Plan to use it for the next conference, or for reconnecting and setting up future meetings! ***Be bold! Disengage if your time could be better invested. MOVE ON!***

17. Connection Back Home for ROI: Meet regularly with those you attended the event with online or face-to-face when you arrive back home prior to the next conference. Ensure maximum coaching and forward momentum before your next Conference Mental DNA infusion. Set KPI Milestones for trajectory success and help push one another forward with the reason you attended the event to start with! ***Make sure you solicit their participation as an Accountability Partner to ensure you take action!***

P.S. Vendor Caution:

1. If you contracted with any Service Providers at a conference or anywhere in your residential and virtual marketplace, set the Key Performance Indicators (KPI) upfront. Then ask for and actually talk with current and past clients of theirs, that have actually contracted with them for that which you are contracting them to do for you. ***Make sure any contract you sign now has a 30-day no-cause cancellation option, or you are an idiot ... Be bold! Disengage if your time could be better invested. MOVE ON!***
2. Do not pay any Deposits for Services to be delivered that puts you in a financial hardship. Only set sequential payments to pay upon KPI deliverables! ***Make sure any contract you sign now has a 30-day no-cause cancellation option, or you are an idiot ... Be bold! Disengage if your time could be better invested. MOVE ON!***
3. Do not make large upfront payments, as you may be underwriting someone else's business, as they may be a start-up in reality. ***Make sure any contract you sign now has a 30-day no-cause cancellation option, or you are an idiot ... Be bold! Disengage if your time could be better invested. MOVE ON!***
4. **MOST IMPORTANT – Again, if someone wants you to buy their services,** request the Names of plural current Clients that you can talk with and plural past Clients that one has served for contact. They should be able to produce several

names immediately from their Contacts List on their cell phone. If that person at this conference or anywhere back home can't provide you with these Names or hesitates ... **RUN & RUN NOW!**

I share these last Vendor observations, as every month for the past two-decades, I entertain at least one Coaching call with past acquaintances asking for strategic help because they violated these 4-points!

One of our top global speakers and thinkers today, Dr. Jeffrey Magee works with Business Owners & C-Suite Leaders to significantly improve their efficiencies and profitability, through human capital talent development initiatives.

Dr. Jeffrey Magee, for more than 30-years has served as a C-Suite Executive, Professional PERFORMANCE Magazine Publisher/Editor-in-Chief & Best-Selling Author of more than 31-books translated into 21-languages, to include 4-Best-Selling graduate management textbooks ... Dr. Magee works with Business Owners, C-Suite Leaders, global business CEO-to-CEO networks (like YPO), and Military Generals to significantly increase their organizational effectiveness through progressive innovative Human Capital talent development training, initiatives, coaching and senior level Advisory work!

This leads to higher levels of resiliency, inclusion, sustainable profitability, market dominance and better-in-class-practice **S**trategies/Structure/Systems, **O**ps/Processes/Activities and **P**rocedures/Behaviors/Tactical/Actions!

It should be noted, in the past 5-years 100% of Jeff's clients ranging from \$500M to \$6B in annual revenue, have posted their best revenue years in business, year-to-year!

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www.JeffreyMagee.com

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[\(99+\) Dr. Jeffrey Magee, CMC/CBE/PDM/CSP | LinkedIn](#)