

The Ultimate Guide for Conference Preparation & Attendance



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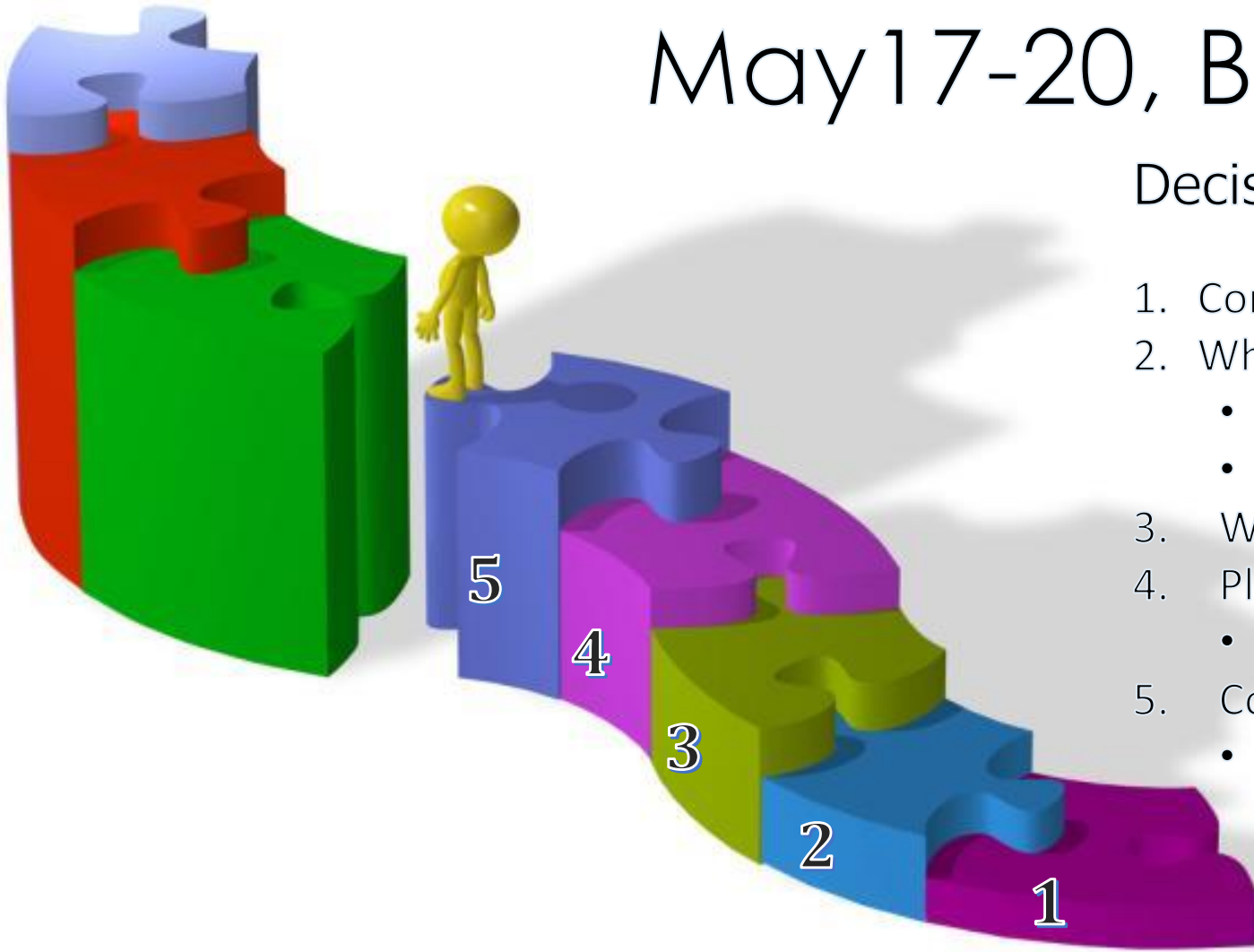


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Decision Time – Go or No Go???

1. Conference announced
2. Why should we attend (prepare your case)?
 - Knowledge gathering
 - Networking
3. Who should attend?
4. Plan for conference
 - Prepare cost & final attendee list
5. Coordinate travel
 - Registration, air, hotel, etc.



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Prepare, Prepare, Prepare!

1. Is anyone presenting at the Conference?
 - Put together the presentations
2. Prepare any material you need for the conference. For example, are you trying to introduce more automation? Bring your wish list to talk to vendors, other clients, etc.
3. Schedule networking meetings with vendors and other customers.
4. Develop detailed daily schedule for organization and each attendee ([See KPG RCM's Sample](#))
5. If presenting, plan review of presentation & final meeting of attendees.

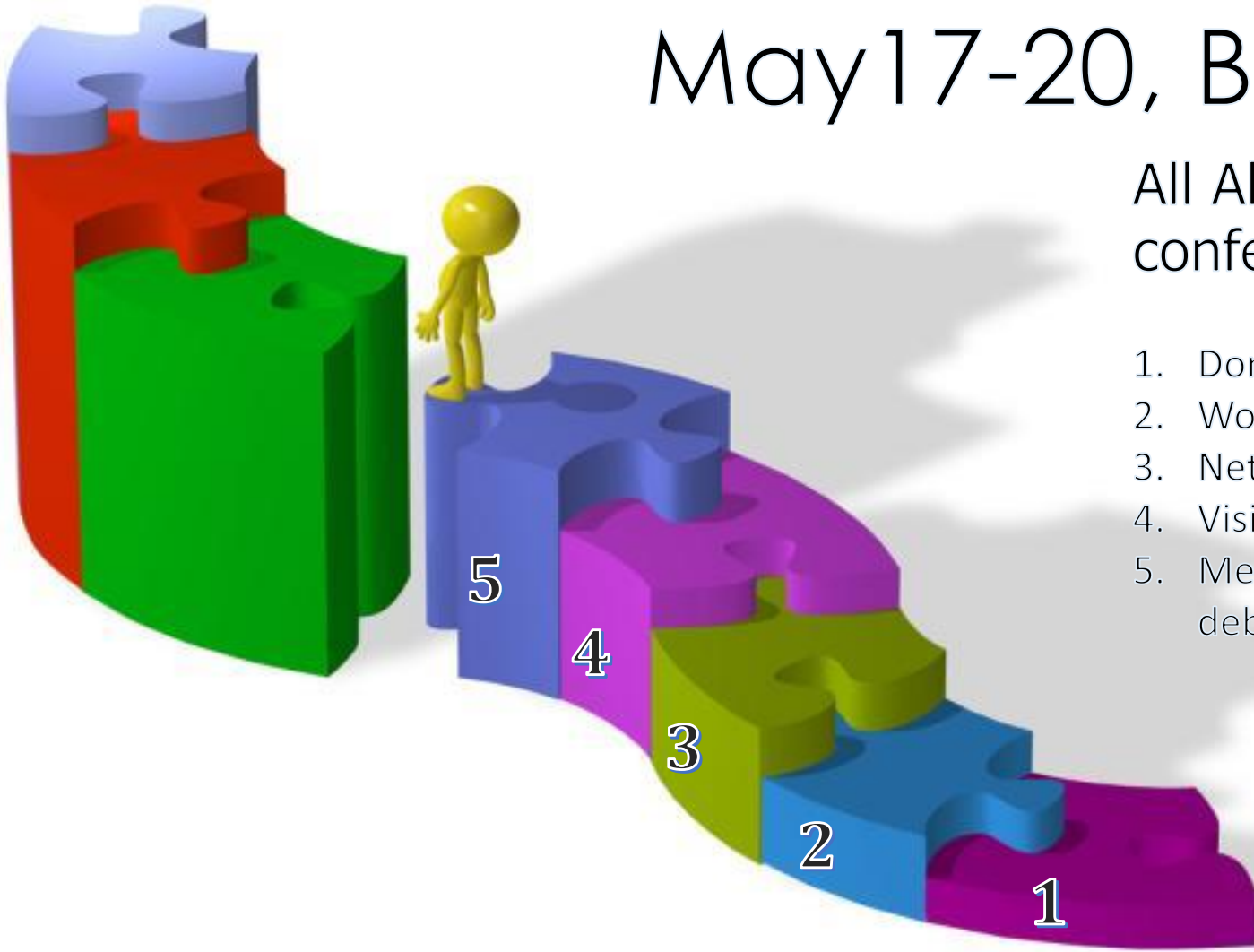


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All Aboard! You are off to the conference

1. Don't miss the opening and special sessions
2. Work the plan: Attend your sessions
3. Network, network, network
4. Visit the exhibit hall
5. Meet at the end of each day to decompress and debrief (meet at a pub!)

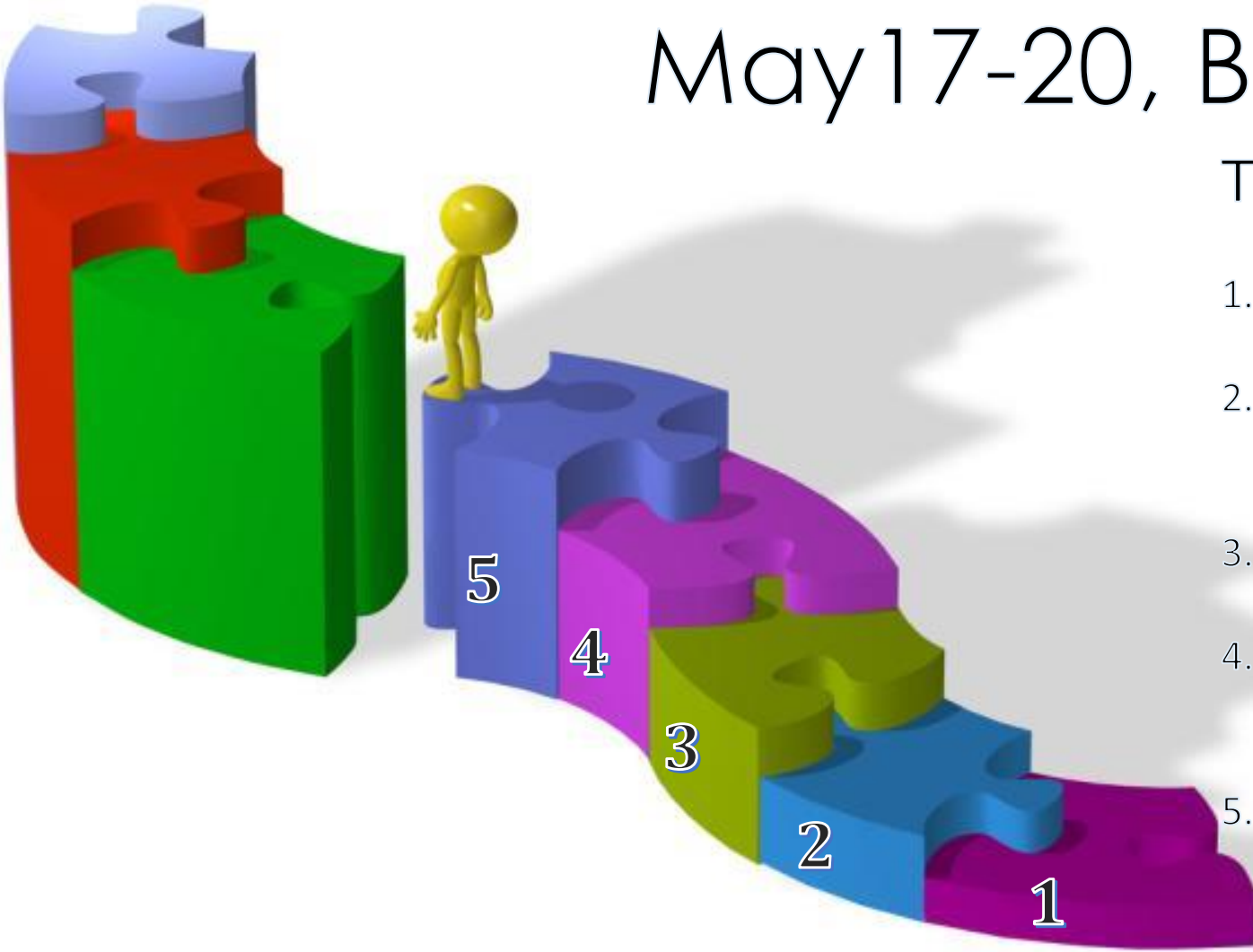


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Time to apply what you learned!

1. Back at the ranch! Conduct a special session and share what you learned with coworkers.
2. Do an internal survey about the effectiveness of the conference in relation to the established goals.
3. Reach out to new contacts – maintain those relationships!
4. Implement at least one idea learned at the conference (e.g. training, automation, process innovation)
5. Assess the overall ROI.
 - Was cost of participation and attendance money well spent?
 - Will company attend and/or present next year?



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