

Attendee ROI Toolkit

With adult education being available in a variety of places, in varying styles, and varying price points, proving attendee return on investment (ROI) is more critical than ever. This toolkit is created as a resource to give you a better understanding of the value of your meeting experience.

There are four dashboards available for you to:

1. Convince your supervisor you need to attend
2. Set goals and expectations pre-conference
3. Track your goals during the conference
4. Organize take-a-ways to effectively communicate to your supervisor and/or colleagues.



Pre-



During



Post

Tailor Your Experience

- What problems am I trying to solve?
- What three learning opportunities can I find or create?
- With whom can I partner to find solutions?
- What other opportunities can I leverage while attending the conference?

Design Your Compass

- If I'm not where I need to be, what do I need to do to get there?
- What contribution(s) have I created at this event?
- What key discoveries, solutions, and surprises have I encountered?
- What new experience will I seek out?

Build Your Story

- What tangible things am I bringing back from this event?
- What relationships did I create?
- What solutions and/or questions did I discover?
- How do I value my experience?

Attendance ROI Dashboard

<p>Cost of you attending: (Air+Hotel+Registration+Per Diem or other applicable)</p>	
<p>Who is going to be there? (What relationships will you gain? Is there business you can close? Are there clients or influencers who will be there?)</p>	
<p>What differentiates this conference? (What are you getting here that you can't get somewhere else? Why can't you just attend online?)</p>	
<p>What answers can I find here for problems our organization is trying to solve? (List session names, speakers, exhibitors, etc.)</p>	
<p>Are there any testimonials from people who have attended in the past? (Check out <i>marketing collateral</i> or <i>social media channels</i> or similar tool where you can connect to past attendees)</p>	
<p>How will you value the experience? (The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet)</p>	

Registered Attendee (Pre-event)

We appreciate the investment you are making to travel to the event, and we want to help you make the most of your time. Let us help you set your mindset and calibrate your expectations for the event. Take a moment to use this tool to help map out the experience you want to have at the NACUBO Annual Meeting. Make this event your own, build your own compass. Build your own story for the event.

What problems am I trying to solve?

What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

Who can I partner with to find solutions (other attendees, speakers, exhibitors)?

Here are three questions that I will ask during this conference.

- 1)
- 2)
- 3)

What new experience will I seek out at this conference?

Are there any other opportunities in the same city that I can leverage (site visits, business meetings, cost savings by combining trip, etc.)?

Registered Attendee (During conference)

How am I doing compared to my goals?

Here are my key discoveries, solutions, and surprises?

What contribution have I created at this conference?

If I'm not where I need to be, what do I need to do to get there?

Registered Attendee (Post conference)

<p>What are the tangible things that I am bringing back (papers, notes, business, process, vendor, etc.)?</p>	
<p>What relationships did I create? Who do I need to follow up with?</p>	
<p>What was my lightbulb moment? My one key takeaway?</p>	
<p>What solutions did I find and how will I implement them? What do I need to do to get started?</p>	
<p>What new questions did I discover?</p>	
<p>How do I value my experience?</p>	
<p>What's my best story from the conference?</p>	