

ATTENDEE ROI TOOLKIT

The 2020 NACUBO Annual Meeting is your opportunity to gain access to the expertise, contacts, and strategies that are influencing and progressing the higher education industry.

To make the most of your experience and to help provide tangible value of your attendance, use the following ROI toolkit to set goals and clearly define objectives so you can easily parallel your organizations investment with all the ways you and your organization will benefit.

Pre-Registration Justification 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>	

For the 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 2020 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)?

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.)?

For the Registered Attendee: During Event

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>	