

# How to Get the Most Out of a Conference Checklist

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## Week Before:

- Check to make sure your badge is filled out correctly
- OR, Create your own personalized badge
  - Add lanyard
  - Add pins
  - Add stickers
  - Add something unique: conversation starter, favorite quote, fun fact
- Create Professional Contact in your phone
  - Include phone number, email, website, and social media handles
- Create Business Card
  - Jazz it up! Make a special one unique to this conference
  - Add your photo so others can easily remember who you are
- Create and Practice Elevator Pitch
  - Have a few different variations ready to tailor it toward this conference/audience
- Hone Your “Offer Mentality”
  - What can you offer? How can you help? What can you give?
- Brainstorm Context Come Ons
  - Have a few at the ready for specific situations
- Brainstorm Conversation Starters
  - Pick a few favorites that are specific to this conference
- Pre-Network!
  - Follow and @ other attendees and speakers on social media
  - Start following the event hashtag
  - Use the event hashtag to introduce yourself and create a presence

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## Travel:

- Add business cards to your carry-on
- Have Context Come Ons and Conversations Starters ready

## Day Before:

- Build Your Schedule
  - Prioritize sessions ahead of time
  - Schedule sessions and activities around your limits
  - Book some sessions that are not in your wheelhouse
- Pick a special pocket to put other people's business cards (separate from where you keep yours)
- Check-in to the conference
- Pick up your badge
- Get a map of the conference
  - Or download the conference app

## Day(s) Of:

- Pre-order a DVD or Digital Recording of the conference
- Nurture New Contacts
  - Day-of meeting, record conversation tidbits
  - Add connection on LinkedIn, browse their profile
  - Next-day, tweet the people you met
  - After conference is over, follow with them while fresh
- Continue to post on social media using event hashtag
- Be wary of conference buddies

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