



# HOW TO DESIGN your perfect conference experience

1. **Create your schedule:** decide in advance which sessions you want to attend (as well as vendor tables) and mark your calendar or onsite agenda.
2. **Pack supplies:** bring lots of business cards, a notebook and pens. A small pouch to store collected business cards is also handy.
3. **Make a list of people to meet:** keep track of colleagues, vendors and speakers to connect with.
4. **Refer to your agenda often:** if necessary, set reminder alarms on your mobile calendar.
5. **Get out of your comfort zone:** introduce yourself to a person you've wanted to meet: a speaker, someone you follow on twitter, etc.
6. **Collaborate with others:** seek out situations where you can bounce ideas off others, i.e. speaker lunches, roundtable sessions.
7. **Be open to new ideas:** listen to other people's opinions, take a session you may not ordinarily choose.
8. **Talk to as many people as possible:** you never know where that next great idea or resource will come from.
9. **Take lots of notes:** include a running "to do list" of action items to take back to the office (see #14)
10. **Don't burn out:** take frequent breaks, drink lots of water—and if necessary, duck out of a session (inconspicuously, of course) that is draining your energy.
11. **Create a "follow-up" list:** make a list of people to follow-up with post-conference—include notes to jog your memory
12. **Keep in touch:** follow up with the valuable connections you make: email about something you spoke about, add them to your newsletter, or just say hi.
13. **Give yourself time to decompress:** wait a day or two before you dive into all the information you collected.
14. **Make a post-conference "To Do list":** go through your notes and create a list of action items to focus on based on what you learned..

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