

10 Tips for Attending a Conference or Seminar

by Jen Edwards, Vice President of Operations

Dress Professionally

Professional business casual attire is appropriate. Jeans, sweats, wind suits, casual capri pants, tank tops, t-shirts, and shorts are not acceptable. You want to look your best and leave a positive impression with everyone you meet.

Be Aware of Your Behavior

Just because you are miles away from the office doesn't mean you are off duty. Thoughtless talk or behavior could jeopardize your job, your reputation, or worse, your company's reputation! Enjoy the occasion, but remember your reputation.

Set Objectives

Know specifically what you want to learn more about! Select seminars that are the most likely to improve your skills. Stay away from seminars that you could teach yourself. Spend time in sessions that are in alignment with your objective.

Be Well Rested

Get a good night's sleep and wake up early for a fresh start to your day.

Be Early

It looks bad and is disrupting to walk into a seminar after it has started. Being early gives you time to visit and to network!

Bring Your Business Cards

Keep them in your pocket or an easily accessible place. Give your business card to everyone you meet, and ask for theirs in return.

Participate

Be an active participant in your sessions. They have been designed for a reason. Ask questions - you will meet more people who want to talk with you about the topic.

Network, Network, Network

Making contacts in our industry is very important. You want as many people as possible to know your name and which company you are affiliated with. You want access to the Rolodex of everyone you meet. They may know someone you can do business with.

Take Lots of Notes

Writing down the material helps you retain the information. You will be able to use your notes as a future resource. Sharing your notes with your team members is also very important. Identify specific action items you want to apply. Keep a separate sheet of paper, which lists things you want to incorporate into your daily routines.

Apply the Information You Learn

Come back with at least 5 ideas you can apply immediately to increase the amount of business on your desk. Make a commitment to apply 1 idea within 2 days of returning.