

## 5 TIPS FOR MAKING THE MOST OF YOUR INVESTMENT AT CONFERENCES

### BE PRESENT

- Set an out-of-office message letting others know you are away.
- Plan to find support or coverage while you are away so you can be fully present at the event.
- Put down your cell phone during event sessions or networking.

### STEP OUT OF YOUR COMFORT ZONE

Walking up and introducing yourself to new people is rarely comfortable. Still, conferences are a great environment for doing this. As much as there's an opportunity to learn new things, it's also an opportunity to make new connections.

### RESEARCH SESSIONS

Typically, an agenda will be posted online in the week leading up to the event. Do your research to see which sessions are most applicable and interesting to your role or career goals.

### CONNECT WITH SPEAKERS AFTER THE EVENT

Conferences are a great way to meet industry experts in your field. Be bold and ask questions after a session, or follow them on social media afterward to stay connected.

### MAKE TIME FOR YOURSELF

Conferences can sometimes be overwhelming and exhausting with a jam-packed schedule and non-stop social opportunities. Get sleep, eat well and make some time for yourself if needed. Packing comfy clothes, sleep masks, and podcasts to listen to during travel helps.