

CHECKLIST

Conquer your next work conference



Heading into a work conference without a strategy can often result in an unproductive headache of a time. Here are some tips to turn every conference experience into a rewarding personal and professional opportunity.

◇ Map out your meet-ups

Take time to plan ahead. Identify people you'd like to meet, prep questions for speakers, or even reconnect with old clients and former colleagues.

◇ Use social media to tell your story

Build your conference network by broadcasting your attendance on social media. However, don't get too caught up in capturing every moment. Focus on starting conversations instead.

◇ Be visible

Become a familiar face in the crowd by mingling at social events, adopting a signature conference look, and actively participating in conference sessions.

◇ Avoid cliques

Try not to spend all your time with coworkers. Make yourself available to meet new people and grow your network.

◇ Strictly business is strictly boring

Go beyond discussions about products and professions and get to know people. (They'll remember you better this way!) Be your best self and showcase more than just your professional talent.

◇ Follow up in a memorable way

Even after the conference ends, keep up with the connections you've made through Twitter, LinkedIn, Facebook groups, Slack channels, and blog post discussions.