

Conference Goals

Objective: What does success look like?



Write 2 - 3 measurable goals for this conference.
Write goals for each purpose selected.



connect with people from my twitter network.

Go to coffee with at least two new people.

Find local affiliates meeting and participate



Attend at least one session on content Marketing

Find content marketing resources and subject matter experts

Develop a new content Marketing connection networking group

Keys to Success



What absolutely needs to happen to happen for you to reach success?



work my plan
courage to meet new people
Actually participate in conversations
create and follow a "Follow-up" plan
Try not to "work"

What is your purpose?
Select as many as apply

✓ Social/Networking

✓ Learn New Stuff

Reinforce Current Knowledge

Discovery

Expo: Sell Stuff

Expo: Buy Stuff

Expo: Lay the groundwork for buying stuff

Find a New Gig

Other:

Your Turn! Conference Goals

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