

# NACA Conference

## Business Road Map to Engagement

We are so excited to have you join us for the conference! As you prepare for the event kickoff, spend a few minutes with your delegation discussing how you plan to maximize your time and resources at NACA.

Please complete the following worksheet prior to the Campus Activities Marketplace Grand Opening.

Why are you attending a NACA conference? Map out 3 goals below (example, are you looking to book talent for a specific event, fill out your calendar, fill a tradition or looking for a genre or something new?)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How will you maximize your time in the Campus Activities Marketplace and ensure you visit each booth? Are you planning to divide and conquer or meet with each vendor/booth as a group?

---

---

What information do you need to gather at each booth to help make decisions about booking talent or programs?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How will you evaluate and share feedback about showcasing artists with your own delegation and peers on campus? (The conference program has a rating system and notes section to help with this.)

---

---

We will have daily delegate meetings on the following dates/times:

1. \_\_\_\_\_ @ \_\_\_\_\_ AM/PM
2. \_\_\_\_\_ @ \_\_\_\_\_ AM/PM
3. \_\_\_\_\_ @ \_\_\_\_\_ AM/PM

List 5 schools that are close geographically to you that you could collaborate with to book acts. Note that you can connect with delegates directly in the conference app.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What type of talent or genres are you most interested in previewing and/or booking? Note that showcasing acts on the NACA App have genres tagged, but you can also search NACA 24/7 for acts by genre.

Considering our campus needs:

We should consider: \_\_\_\_\_

Themed programming: \_\_\_\_\_

Series programming: \_\_\_\_\_

Collaborative programming: \_\_\_\_\_

Are there dates we have already identified a need for programming?

What dates should we avoid: \_\_\_\_\_

Other major campus events: \_\_\_\_\_

Campus vacation/holiday/day off: \_\_\_\_\_

Days of the week: \_\_\_\_\_

What is one thing we need to learn more about while at the conference?

---

---