

NACA[®]

CONFERENCES

ROI Toolkit

Justification for Supervisor

1. What is the cost of you/your students attending a NACA Conference?

2. Who will be attending? What relationships will you gain? What business will you be able to conduct?

3. What answers can I find for challenges, problems, or hurdles our institution is trying to solve? (hear from similar institutions, benchmark programming, best practices for programming)

4. What sessions, speakers, exhibitors, and/or showcases will I be able to experience?

5. How will you value the experience of a NACA Conference?

6. Which professional competencies will I focus on during the conference?

7. Which competencies will the students focus on during the conference?



We appreciate the investment you are making to attend a NACA Conference, and we want to help you make the most of your time. Let us help you set your mindset and calibrate your expectations for the conference. Take a moment to use this tool to help map out the experience you want to have at a NACA Conference. Make this conference your own and build your own story for the event.

Pre-Conference

1. What problems am I trying to solve?

2. What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

3. Who can I partner with to find solutions (other attendees/exhibitors)?

4. Here are three questions I need to ask during this conference:

a.

b.

c.

5. What new experiences will I seek out during this conference?

6. What showcases am I most interested to see? Why?



While you are attending a NACA Conference, take a few moments each day to use this tool to help you reflect on your experiences. Checking in regularly will help ensure you are on track to accomplish the goals you set before the conference started.

During the Conference

1. How am I doing?

2. What are my key discoveries, solutions, and surprises?

3. What new programming ideas have I gathered from sessions, speakers, or other attendees?

4. What showcases would be good for our institution?

5. What contribution have I created during this conference?

6. If I'm not where I need to be, what do I need to do to get there?



Complete this form to give to your supervisor and/or use your responses as a guide to discuss the experiences, takeaways, relationships and solutions you were able to discover as a result of your participation in a NACA Conference.

Post-Conference

1. What are the tangible things that I gained from this conference?

2. What relationships did I create?

3. Which acts/agents/exhibitors do I need to follow up with?

4. What were my biggest takeaways?

5. What solutions did I find and how will I implement them?

6. What do I need to do to get started?

7. What new programming/educational opportunities did I discover?