

# Conference Best Practices Guide

## 5 Horizons' Top 5 Tips for Making Your Next Conference Successful

If you love conferences as much as we do, you know that these events are opportunities for business growth and employee development.

Here are our **top five** tips for making the most of your attendance:

### Prepare for Your Trip

Identify your goals before you go. Are you there to network? Are you there to learn a new skill? What does success look like for you or your company?

1.

Between buying flight tickets and packing your bags, remember to update your LinkedIn profile. Also, if you need to bring print materials or swag, pack or ship them to your hotel in advance.



**Pro Tip:** From the LinkedIn app on your phone, save your unique LinkedIn QR code as a photo and set it as the background on your phone's lock screen for others to scan quickly.

### Make a Plan to Achieve Your Goals



2.

Check out the conference schedule, booth map, and session lists ahead of time to create a loose schedule for yourself or your team. Make a list of companies, organizations, or individuals you want to connect with and practice your pitch ahead of time.

### Get Comfortable With Networking

Starting conversations with strangers can feel awkward, but keep your eye on the prize. You can't build your network without meeting other people. One way to meet others in a casual setting is to attend the scheduled networking events. Ease into your sales pitch to get to know the individual first and always close the conversation by exchanging contact information. (Show off that LinkedIn QR code!)

3.



**Pro Tip:** If you're ever at a loss for what to say or do, ask the other person a question. Something as simple as "How are you enjoying the conference?" can open the conversation to new avenues of discussion.

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### Stay Engaged While You're There

Leading up to the event, clear your calendar of meetings and tasks to allow yourself to focus and stay in the moment. Try to avoid checking your email or Slack channels unless absolutely necessary.

4.

It may sound counterintuitive to the information above, but stay plugged in to social media during your trip. Most conferences have an online presence to encourage attendees to share highlights from their time and stay connected with the host organization. Use that social presence as an opportunity to promote your own attendance, showing others that you're in their location and open to meeting.



**Pro Tip:** If your company's social media team is not in attendance or you don't have access to the company's social accounts, send content to the social team, so they can promote your attendance.

### Always Follow Up

5.

First impressions go a long way, but the follow-up is where you seal the deal. Once the excitement has worn off and you've returned home, prioritize following up with the connections you made at the conference to display your professionalism, dedication, and attention to detail.



Conferences can be an incredibly useful tool for networking, brand awareness, and business development. Take advantage of everything conferences have to offer with these key tips. And, most importantly, have fun!

Good luck with your next event!

*The 5 Horizons Team*