



Essential Conference Preparation Checklist: Maximize Your Impact.

Pre-Conference

Tips for Success

- Be proactive in engaging with attendees.
- Stay open to learning and new ideas.
- Be authentic in sharing your knowledge and experience
- Represent your organization professionally at all times.

1. Preparation

Research the Conference:

- Review the agenda and identify key sessions to attend.
- Identify speakers and companies of interest.
- Take note of influencers to follow during the conference.

Set Objectives

- Define goals for representatives, clients and organization (for attending - e.g., networking, lead generation, learning about new trends).
- Align objectives with company broader goals.

Prepare Materials:

- Bring business cards.
- Review pitch or elevator speech, and update as needed.
- Ensure presentation materials are current.
- Bring marketing collateral (e.g., brochures, case studies).

Schedule Meetings:

- Reach out to contacts ahead of time to schedule meetings.
- Use the conference app to connect with attendees.

Travel and Logistics:

- Confirm travel arrangements (flights, hotel, transportation).
- Verify registration details.
- Pack essentials (chargers, notepad, etc.).

2. Internal Communication

- Inform the team about your attendance and share the schedule.
- Assign responsibilities to ensure ongoing tasks are managed during your absence.
- Share your conference goals with your manager.



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During the Conference

1. Networking

- Introduce yourself and your organization.
- Collect business cards or digital contact details.
- Engage in meaningful conversations to build relationships.
- Attend networking events and social gatherings.

Pro Tip -

Skip a step and connect in real-time via LinkedIn

2. Sessions & Workshops

- Take notes during sessions, highlighting key speakers, themes, trends and best practices
- Ask questions, get feedback from other attendees, and participate actively.
- Identify key (or new) leaders, influencers and their takeaways and insights.
- Take note any new industry advancements, trends or innovations to identify professional development opportunities and continuous organizational alignment with industry best practices.

3. Social Media Engagement

- Post updates on your experience, connections made, event takeaways, and organizations participation on social media channels.
- Use the event's official tag and hashtag(s) to increase visibility.
- Tag key speakers or attendees to boost engagement.
- Monitor influencers channels for their key messages and takeaways
- Share your key takeaways or industry insights with your team and online in real-time.

4. Internal Check-Ins

- Update the team on any major developments or opportunities.
- Document any immediate action items.



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Post-Conference

1. Follow-Up

Contacts:

- Organize collected business cards or digital contacts.
- Connect with new contacts on LinkedIn.
- Send personalized follow-up emails to key contacts within a week.

Internal Debrief:

- Share your notes and key takeaways with the team.
- Discuss potential leads or partnerships with the team.
- Identify areas for improvement for future conferences.

2. Content Creation

- Write a blog post or internal report summarizing key insights.
- Share highlights for your organization's social media channels.
- Pitch ideas for articles or thought leadership pieces based on conference insights.

3. Action Items & Next Steps

- Prioritize and assign any action items from the conference.
- Track progress on leads or partnerships generated from the event.
- Incorporate any new insights or strategies into PRA Communications' work.

4. Expense Reporting

- Submit all travel and conference-related expenses promptly.