It's time to reconnect with your NACA family at a NACA Conference. Remember, under the new NACA Conference model, you can attend the conference that best fits your calendars, travel needs, and budgets regardless of your regional affiliation.

Make the most of your NACA® Conference. Use this ROI toolkit to set goals and define objectives so you can parallel your institution’s investment with all the ways you and your institution will benefit from this conference. This ROI Toolkit can also be used with your students as you prepare them to make the most of their attendance.

The Conferences

What Can I Expect?
We know every dollar counts and you want to get the most value out of every expenditure you make right now. We want to make sure you know the full value of that investment and the return you can expect to receive. At each NACA Conference you will receive:

• 30+ Hours of Programming
• 50+ Educational Sessions & Featured Workshops
• 50+ Showcasing Acts, including:
  - New to NACA Showcase, never-before seen acts on the NACA stage
  - On-Site Selected Showcase, chosen by you!
• More Peer Networking & Professional Development Opportunities
• Save Programming Dollars by Block Booking Acts & Programs

Register before the deadline for extra savings!
Don’t wait to register! By registering early, you can save on each delegate. Early bird deadlines are:

• NACA® Charleston: Sept. 14
• NACA® Little Rock: Sept. 21
• NACA® Syracuse: Sept. 28
• NACA® Riverside: Oct. 19
• NACA® Des Moines: Mar. 7, 2024
# Justification for Supervisor

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

<table>
<thead>
<tr>
<th>Cost of attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Attending details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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 virtual programming)

<table>
<thead>
<tr>
<th>Challenges answers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Experience details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

5. How will you value the experience of a NACA Conference? (educational training for staff and students, block booking discounts, networking with colleagues, build professional and student competencies)

<table>
<thead>
<tr>
<th>Experience value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Competencies focus</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Student focus</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
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?
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?
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?