

# NACA<sup>®</sup> ROI Toolkit

## CONFERENCES

It's time to reconnect with your NACA family at a NACA Conference. Remember, under the new NACA Conference model announced earlier this year, 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<sup>®</sup> 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:** that's about \$8 per programming hour when you break it down across the three-day conference.
- **50+ Educational Sessions, Professional Development Sessions & Featured Workshops,** including a new **Business Connections track**
- **50+ Showcasing Acts**
- **More Interactive Showcase Formats based on your feedback**
  - *Featured Workshops*
  - *Game Shows*
  - *Make & Takes*
  - *Trending Interactive Programs*
  - *Technology Demonstrations*
- **Extended Access to Exhibitors & Vendors**
- **Peer Networking Opportunities**
- **Save Programming Dollars by Block Booking Acts & Programs**
- **A focus on health & safety measures for attendees**

### Register 5 attendees by the early bird deadline and the 6th is free!

We understand that professional development budgets have been hit hard during the pandemic. In order to help support your attendance at the conference, when you register 5 attendees, the 6th registrant will be free! Early bird deadlines are:

- **NACA<sup>®</sup> Winston-Salem: Sept. 2**
- **NACA<sup>®</sup> Hartford: Sept. 30**
- **NACA<sup>®</sup> Fort Wayne: Oct. 7**
- **NACA<sup>®</sup> Spokane: Oct. 14**
- **NACA<sup>®</sup> St. Paul: Mar. 3, 2022**





***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 virtual 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? (educational training for staff and students, block booking discounts, networking with colleagues, build professional and student competencies)

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?