



## ROI Toolkit

**NACA® Live** is our reimagined national convention experience. Here are just a few of the new things you can expect when you arrive in Kansas City:

- **36+ HOURS** of educational sessions, showcases, and networking opportunities
- **Engaging Educational Sessions** – Experience 50+ educational sessions focused on providing practical solutions, as well as professional and student development
- **New & Interactive Showcase Categories:**
  - **New to NACA Coffeehouse**, a coffeehouse atmosphere similar to campus venues featuring new to NACA performers
  - **Learning Live**, a round robin structure for lecture showcases
  - **Game Show & Trending Interactive Programs**, based on the programming you have told us you are looking to book
- **Innovative Learning Pavilions** – This innovative space will feature a unique blend of technology and 20- to 30-minute live presentations and panels focused on business and entertainment-related practices. You have the flexibility to come and go, and they offer the perfect space to connect with peers.
- **Reimagined Business Connections Hub** – The business activity will be the center of the Campus Activities Marketplace, but with a focus on active caucusing, networking and education so Block Booking can be done online.
- **Hosted Check In Experience** – The experience begins when you're in the registration queue. You asked and we're delivering the option for self-serve check in, complete with QR codes for enhanced networking opportunities.
- **Extended Exhibit Hall Hours** – This means more time for business networking, and with a specific business hub right in the middle of the Campus Activities Marketplace.

Make the most of your NACA® Live experience. 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.

**NACA**<sup>®</sup>  
NATIONAL ASSOCIATION  
FOR CAMPUS ACTIVITIES

### MISSION

NACA empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities.

### VISION

To create college communities where everyone belongs.

[naca.org/NACALIVE](https://naca.org/NACALIVE)



### ***Justification for Supervisor***

1. What is the cost of you/your students attending NACA® Live? (\$245 early rate for school members; \$355 for non-members)

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 NACA® Live? (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 event?

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



We appreciate the investment you are making to attend NACA® Live, 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 event. Take a moment to use this tool to help map out the experience you want to have at NACA® Live. Make this event your own and build your own story for the event.

### ***Pre-Event***

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 event:

a.

b.

c.

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

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



While you are attending NACA® Live, 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 Event***

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 event?

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 NACA® Live.

**Post-Event**

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

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?