



# ROI Toolkit

Make the most of your Virtual NACA<sup>®</sup> 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.

This ROI Toolkit can also be used with your students as you prepare them to make the most of their attendance.

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 Virtual NACA<sup>®</sup> Live you will receive:

- **36+ Hours of Programming:** That's about \$8 per programming hour when you break it down across the multi-day conference.
- **50+ Educational Sessions & Featured Workshops**
- **2 Keynote Speakers**
- **50+ Showcasing Acts**
- **New Formats Showcasing Virtual Programming & Platform Options:**
  - **Make & Take Hour** – such as caricatures, balloon artists, wire writing, spray painting t-shirts, or tarot card reading
  - **Trending Interactive Programs** – engaging virtual programs like game shows, group paint parties/activities, or cooking demonstrations, etc.
  - **Featured Workshops** – topics like financial literacy, leadership development, marketing, and more that you can book for your campus
  - **Technology Demonstrations** – platforms and services for assessment, organization management, virtual events, or ticketing/RSVPs
- **Access to Exhibitors & Vendors in a Virtual Business Hub**
- **Sponsored Nights Out**
- **Peer Networking Opportunities**
- **Virtual Business Meetings to Block Book Acts & Programs**

**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](http://naca.org/NACALIVE)



***Justification for Supervisor***

1. What is the cost of you/your students attending Virtual NACA® Live? (\$299 per person or \$2,999 for unlimited delegates)

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 Virtual 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 conference?

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



We appreciate the investment you are making to attend Virtual NACA<sup>®</sup> 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 Virtual NACA<sup>®</sup> 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 Virtual 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 Virtual 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?