



ROI Toolkit

Make the most of your NACA® Virtual 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.

NACA® Virtual is a completely new NACA experience that will be hosted on a platform that enables you to participate from a computer or smartphone in networking and learning opportunities, engaging showcases, block booking, and yes, an interactive marketplace.

Connect & Learn: NACA® Virtual features an array of educational sessions for students and professional staff. Choose from 30 minute sessions or from hour-long curated sessions on diversity, equity, and inclusion, programming, student organization development, and management/supervision.

Be Entertained & Do Business At The Same Time: You'll get the same high standard of entertainment production you've come to love from NACA, but this time the show comes to you. Submit interest while you're watching the show, see blocks form in real time, or request more information from an artist/agency. You'll still have access to the best block booking volunteers to help you navigate through doing business. You'll also get access to NACA® Virtual caucuses to be held in the weeks following NACA® Virtual as you finalize your programming.

The Marketplace Comes To You: In NACA® Virtual, the Marketplace comes to you, live. Book an appointment with an agency/artist, request a demo or watch a demo recording, or jump into a live conversation as if you were at the booth. The entertainment agencies/artists you have come to trust are at your fingertips to generate ideas and solutions for your campus programming.



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/virtual



Justification for Supervisor

1. What is the cost of you/your students attending NACA® Virtual? (\$199/person - Early Bird Rate)

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® Virtual? (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 NACA Virtual, 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 Virtual. 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 Virtual, 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 Virtual.

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?