

# MAXIMIZING YOUR CONFERENCE EXPERIENCE: TIPS FOR FACILITY AND ASSET MANAGERS

**RothNotes**  
series

Whether you're a seasoned conference-goer or attending your first event, conferences provide invaluable opportunities to learn, network, and grow. However, the key to truly maximizing your investment—of time, money, and energy—is preparation.



**Based on our experience we are sharing some actionable tips below to ensure you get the best out of your conference experience.**

## 1. Plan Ahead

One of the most common mistakes conference attendees make is arriving without a clear plan. Take time before the event to review the agenda, abstracts, and speaker bios. Identify the sessions that align with your interests or the needs of your organization. Conferences often have concurrent sessions, so if you're attending with colleagues, consider dividing and conquering to cover more ground.

Having a plan ensures you don't miss out on the most relevant content and allows you to prioritize your time effectively.

## 2. Network with Purpose

Conferences are prime opportunities to connect with peers and suppliers, but networking is most effective when it's intentional. Many conferences provide an attendee list a week or so in advance—take advantage of it.



- **Peers:** Look for individuals or organizations you'd like to connect with. Perhaps there's a team dealing with similar challenges or a peer whose insights you value. Reach out ahead of time via email or phone to arrange a meeting or chat during a break.



- **Suppliers and Vendors:** Review the list of exhibitors and sponsors. If there's a product or service you're considering, schedule time to visit their booth or meet for a focused discussion. Business partners appreciate proactive outreach, and it ensures you don't miss valuable opportunities.

### 3. Engage During the Event

While planning is essential, flexibility is key once the conference begins. Be open to unexpected opportunities, whether it's a spontaneous conversation during a coffee break or a last-minute recommendation for a session you hadn't considered. Keep business cards handy, and don't hesitate to introduce yourself to fellow attendees or exhibitors.

Take advantage of networking sessions, panel discussions, and workshops to gain fresh insights and build meaningful relationships.

### 4. Follow Up

The conference doesn't end when you leave. After returning home, follow up with the people you connected with. Whether it's a thank-you email to a speaker, a follow-up question for a vendor, or a message to a new contact, maintaining those connections can lead to long-term professional benefits.



### 5. Maximize Your Investment

Conferences are a significant investment of resources, including registration fees, travel costs, and time away from work and family. By planning ahead, networking purposefully, and staying engaged, you ensure your time and money are well spent.

As you head into the heart of the conference season, consider applying these tips to your next event. Whether you're there to learn, connect, or explore new solutions, a little preparation goes a long way in making the most of your experience. Happy conferencing!

