



ATTENDEE ROI TOOLKIT

Created by the ASAE Meetings & Exposition Council

Make the most of your ASAE Annual Meeting experience.
Use the ROI toolkit to set goals and define objectives so you can parallel your organization's investment with all the ways you and your organization will benefit.

JUSTIFICATION DASHBOARD FOR YOUR SUPERVISOR

Complete the following form to give to your direct manager/supervisor.

What is the cost of you attending event?

Registration, hotel, travel, etc.

Who is going to be there?

What relationships will you gain? Is there business you can close?

Are there clients or influencers who will be there?

What differentiates this event? What are you getting here that you can't get somewhere else?

What answers can I find here for problems our organization is trying to solve?

List session names, speakers, exhibitors, etc.

Are there any testimonials from people who have attended in the past?

Check us out on social media to see what people said about why they attend the ASAE Annual Meeting & Exposition.

How will you value the experience of this event?

The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet, etc.



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FOR THE REGISTERED ATTENDEE: PRE-EVENT

We appreciate the investment you are making to travel to the event, 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 the ASAE Annual Meeting. Make this event your own and build your own story for the event.

What problems am I trying to solve?

What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

Who can I partner with to find solutions (other attendees/exhibitors)?

Here are three questions that I will ask during this event:

1)

2)

3)

What new experience will I seek out at this event?

Are there any other opportunities in the same city that I can leverage at this event (site visits, client/vendor meetings, cost savings by combining trip, etc.)?



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FOR THE REGISTERED ATTENDEE: DURING EVENT

We appreciate the investment you are making to travel to the event, 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 the ASAE Annual Meeting. Make this event your own and build your own story for the event.

How am I doing?

What are my key discoveries, solutions, and surprises?

What contribution have I created at this event?

If I'm not where I need to be, what do I need to do to get there?



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FOR THE REGISTERED ATTENDEE: POST-EVENT

Complete the following form to give to your direct manager/supervisor.

What are the tangible things that I am bringing back from this event?

Notes, business, process, industry partners, etc.

What relationships did I create?

Who do I need to follow up with?

What was my lightbulb moment—my one key takeaway?

What solutions did I find and how will I implement them?

What do I need to do to get started?

What new questions did I discover?

How do I value my experience?

What's my best story from the event?