

## 10 Ways to get the Most from your eMA Conference Experience



- 1. Register early** - Early registration saves you money and provides you with time to develop your objectives for your conference experience. You are assured of booking a room at the conference rate, room blocks are limited and we have sold them out in the past. Airfares are usually much cheaper when you book at least 21 days in advance of flights, you will have a better selection of rates and airlines. Consider staying a few extra days to debrief and develop new plans based on the material you acquire at the event.
- 2. Prepare** - Have a list of at least five areas you would like to improve in your ebusiness. The resources and people at the event can provide you with actionable solutions to many of the issues you face. By preparing questions in advance you are just that much closer to solutions and improvement in your marketing program. eMA conferences bring together the best of the best professional ebusiness experts, take advantage of it.
- 3. Bring an associate** - If possible, bring along an associate or fellow employee. You will be able to exchange ideas and perceptions and often develop even more advantageous positioning for your ebusiness initiatives.
- 4. Be ready to network** - Bring along lots of business cards, but remember that at any event, your time is limited. There will be exceptional networking opportunities at an eMA event. No huge crowds, newbie's, or non-professionals. Almost all fellow delegates will be facing many of the same problems and issues that you are. Engage in discussion opportunities that are not available at any other conference. Take full advantage of breaks, and receptions to meet new friends.
- 5. Accept fatigue** - Traveling and attending an event can take a high energy level. Try to arrive a day or two early to rest and prepare for the event, stay a day longer to unwind and debrief yourself. eMA events provide at least a 5 day "window" for special hotel rates. So book early.
- 6. Plan your day** - Select the sessions that are the most valuable to you and check them off on your conference agenda. Try to arrive early in the morning and take advantage of networking opportunities at registration and breakfast. Focus on the conference and try to avoid phone calls, and other distractions while you are there.
- 7. Share** - When you get back to your office from the event be sure to share the information you've gathered with your staff and peers. The interest and enthusiasm you have will help ensure that you are perceived as an dedicated professional by your associates. Your commitment to progress will be of benefit to your company and or your clients.
- 8. Consult** - Take advantage of the post-conference consultation offered to all delegates at eMA conferences. Many delegates have solved problems and found exceptional solutions by utilizing this service. No other conference that we know of offers this kind of post event resource.
- 9. eMail** - Be sure to connect via email with your new contacts and friends within 2 weeks after the conference. Developing a strong contact list can be one of the most valuable benefits of your participation. Who you know can often be as important as what you know.
- 10. Network** - Take advantage of your exclusive membership in the eMA Conference Group.