



Paving the Way to a Wildly Successful Day – Pre Conference Checklist

- If it's important enough to go, it's important enough to "be" there. **Clear your calendar**, dedicating this time to your development so you can **be truly present all day**, able to focus on getting to know the other amazing conference attendees and thoughtfully taking in the session content and how you're going to incorporate the ideas you're learning into your life.
- Think outside of the "box." How much time and what do you need to do to effectively prepare for the conference? What do you want to learn and who to meet? How much time will you need to follow up with new contacts and ideas that you took from the conference? **Reserve those times in your calendar** at the same time you hold the actual conference time.
- Do you know **where** you need to go? If it's been awhile since you've been on campus and you plan to use a GPS, have the street addresses handy so you can arrive relaxed and on time.
 - The Penn Stater: 215 Innovation Blvd, State College, PA 16803
- What is your **personal "brand"** and how do you want people to remember you? What are a few generous facts that you can share with people you meet that you think they will appreciate, find useful, or otherwise memorable? If they remember three words/things about you post conference, what would those be?
- Plan for an **outfit** (and shoes!) that will be comfortable all day long that also reflects your "brand." You'll be on your feet, chatting with people, and moving from session to session. Layers are always a good choice for meetings as room temperatures may fluctuate.
- You'll be sharing and receiving **business cards** – what are you going to put them in? Some cardholders have two sections to make this organization easier. Also consider how to have the cards handy when you need them rather than hunting for them in the bottom of your tote bag! Finally, make sure you have enough!
 - If you don't have cards, get some! Check out www.moo.com, www.vistaprint.com, or www.fedexoffice.com for cards. Calling cards are fine – name, phone, email. The point is having a way to make it easy for people to reconnect with you!
- You'll want to **take notes** about sessions and people you meet so make sure you have a few pens and a small notebook ready. Notecards are the ideal size for quick notes (and you can generously share those with others who might not be quite so well prepared!)
- Update your LinkedIn** profile, including a good headshot so people can recognize you!
- Finally, review the program descriptions to determine what sessions will be most useful to you. Coordinate with others to "divide and conquer," allowing you to later learn about other sessions so you can make the most of your PWPW experience!