CONFERENCE FOLLOW-UP

- [ ] **Business cards**

Make note on all biz cards you accept to remind yourself why you have it, what you promised or were promised and a note to jog your memory. (Example: Red head wearing cat scarf, this is great to mention in a follow up email or call)

- [ ] **Entered in CMS**

Do you have a CMS (contact management system)? If so, add the contacts. DON'T add them to your email newsletter list unless they've given you permission.

- [ ] **Permission to email**

Make a note if a contact said you could add him/her to your email newsletter list.

- [ ] **When did you promise follow-up**

Did you tell a contact you'd "email on Monday" or "call on Wednesday"? If so, make note of that and follow through.

☐ **Send a thank you card**

This is "old-fashioned" but makes an impression.

☐ **Write blog posts**

Share info you've learned in a blog post on your site, hyperlink to speakers about whom you're writing and tag them on social when the post goes live. Keep connecting on social!

☐ **Gauge the ROI**

Be honest with yourself.

Did you network as much as you should have? Did you make the connections you'd hoped to? If not, why not? How can you change that at your next conference?

Did you attend sessions that will help your business? If so, put it into practice. Reach out to the conference speaker and let him/her know they were of value.

Go through this checklist for each biz card & for each conference. Self-reflection will help you know whether you're getting conference ROI.