

## Are Attending Professional Conferences Worth it?

### How to Measure ROI?

Attending industry conferences and workshops require a significant investment. You have to consider the registration cost, and travel expenses including airfare, hotels, meals, and ground transportation. Then, you have to take into account the time away from work and your family.

If you are in a field such as medicine, law, or education, you are required to complete continuing education courses to maintain your credentials. In other cases, you may work for an employer who insists that you keep your skills sharp so that the company maintains its competitive edge. Entrepreneurs have the option of seeking advanced knowledge. But, they are often so busy from wearing many hats that they may not prioritize the value to be gained from a conference.

So, with all of that said, is it really worth it to attend an educational event? According to The Master's Conference, the decision to attend really comes down to your individual ROI. These are a few things they recommend you consider before filling out the registration form.

### WHAT IS THE POTENTIAL TO BUILD YOUR NETWORK WITH LIKE-MINDED PROFESSIONALS?

Relationship building is crucial to every aspect of business and life. Therefore, this is at the top of the list for measuring ROI. Many of the attendees travel and invest in the conference just like you. This presents a great opportunity to create authentic experiences with people you need to know. Plus, attending events elevates your brand, making for more meaningful and deep conversations.

In addition, you'll increase your visibility and up-level your reputation. The more prestigious the event, the higher your brand is perceived. Consider the visibility and reputation of the conference before committing.

### 2. WILL ATTENDING CREATE MORE LEADS AND OPPORTUNITIES?

While the world has embraced technology and virtual meetings, in-person interactions are still invaluable. Attending a conference isn't just about the education and networking, it's about creating business opportunities. Will the people you meet have

the power to refer new business to you?

This requires you to be proactive. Do your research and make sure your target audience will be there. Then, be prepared to impress them in person. Chances are, the referrals you'll get from fellow attendees will heavily increase your ROI. While Internet based relations are the norm, face-to-face interactions close deals.

### 3. WILL YOU BE ABLE TO IMMEDIATELY IMPLEMENT ACTION ITEMS?

At the end of the conference, you should leave there with at least 1 solid gold nugget you can put into action right away to improve your business, generate more revenue or increase your brand's visibility. This could be a motivational boost to get out of a rut, a marketing trick to increase your marketing goals, or a technical skill to improve your product. Decide what you want to get out of the conference ahead of time, then immediately put it into action.

### 4. WILL THE SPEAKERS BE ACCESSIBLE TO ME?

Conferences put you in close proximity to people you would otherwise never get near. But, what happens after their speech? Will they be available to talk to you? When you are able to truly connect with speakers and have one-on-one or private group time, you are presented with even greater opportunities. By choosing a conference that creates an intimate environment, you'll be able to make a connection with the speakers and begin an authentic relationship. This is a huge measure of ROI.