



4 STEPS
TO
SUCCESS
AT YOUR NEXT
CONFERENCE

Conferences are a great casual atmosphere where most people are relaxed, and open to ideas. In addition, you have access to a lot of people that you might have trouble getting a meeting with otherwise, so take advantage!

However, many attendees treat conferences and events as a mini-vacation – don't!

Here's how to use your next conference to land that next big client or get a job with your dream company!



1

Have an objective

Know why you are attending. Are you speaking at the conference? Great. Why? What's the purpose behind you speaking at this particular event?

Are you looking to meet peers and share ideas? Are you looking to enhance your personal brand? To get a new job? To gain more clients?

Clearly define your objective. Then, design your week and tactics around that objective, creating a clear plan of how you will achieve it.

2

Create a plan

If your objective is to gain more clients, for example, then pick conferences where your target audience will be.

Not sure which ones they will attend? Ask conference directors who their typical attendees are. Ask peers. Ask current clients.

Then, put together a list of people you want to meet that you know will be at the conference.

Do research on them on LinkedIn, Twitter, Google and their company web site.

Find multiple ice-breakers and topics to ask them about.

Memorize these items, as well as key information about the people you want to meet. (Tip: Keep the list to 5 people or less or you won't be able to remember their information and your questions for them).

If you are speaking at the conference, promote your presentation on social media before the conference, during the conference (in both social media and the conference app), and engage with conference attendees in both before the presentation to gain a following at the conference – think of it as a mini-branding exercise for that event.

Note: Contact Assist You Today for our conference campaign template, which includes:

- When to post about the conference
- Which social media sites to use
- What to say – including sample posts

Our campaign template will give you everything you need to put your conference plan into action today!



3

Seize the moment

If your objective is gaining new clients, then use the conference more for meetings than attending sessions.

Before you go to the conference, identify people living in the same city as the conference. Reach out to them in advance, and set up time to meet with them while you are there.

“For example, last year, I spoke at a conference in Atlanta,” relates Assist You Today CEO, Robert Knop.

“Before I arrived, I had already set up multiple meetings, so while I was there, I was having meetings with key decision makers every day, using the conference – and the fact that I was in town – as the reason to reach out.” Be sure to let them know what’s in it for them (sharing ideas or best practices) – just being in town isn’t enough reason to meet.

Also, the conference may be your best chance you get to talk to a speaker. In their session, ask one of the questions you prepared (speakers LOVE questions). Then, wait for him/her after the session to ask another question.

Be polite, inquisitive and thankful. Ask questions that show you know the topic and their background. You want to be someone that he/she sees as a valuable addition to their network.

Use the pre-conference research in your questions and conversation. Build a rapport. Ask questions, find out what their goals and biggest challenges are. Make sure not to go into a sales pitch or talk about your products or services. It’s too soon for that.

Most importantly, add value – that’s how you want to be remembered.



4

Follow-up

Whether it's a speaker or one of the many, many people you meet daily at a conference, immediate follow-up is critical to success. Don't give them a chance to forget you!

At the conference, regardless of how late you get back each night from fancy dinners or drinks at the hotel bar, open up your laptop or LinkedIn mobile app, grab the stack of business cards you got that day, and send each one an invitation to connect.

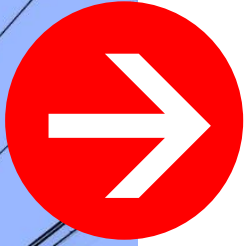
You will get over a 90% acceptance rate on average if you reach out the same day.

Then, the moment you get home from the conference, send them a private message on LinkedIn thanking them for connecting. Reference something you discussed, and ask to continue the conversation on a call in the near future.

On that call, ask questions about what they do today, how those are/are not working, what are their biggest challenges and more. Treat it like a mini-discovery session. You'll be surprised how many immediate opportunities for the two of you to work together surface on the call.

If there are no immediate opportunities, no problem! Now, you are connected on LinkedIn, so they will see the strong brand you have created and powerful, helpful content you distribute. Continue to follow-up with them, keep the relationship alive over time, and continue to add value.

The goal is to become a trusted business partner, so that when they have that opportunity or RFP, you're the person they think of first.



Want to hear more?

We've just scratched the surface of how you can use conferences for lead generation. **Contact us today to get our conference campaign template, which gives you all the tools you need to implement your conference plan.**

Assist You Today helps companies gain and retain clients using digital strategies and social media. We create customized programs that help you meet and exceed your business goals.

Quite simply: we teach you how to use social media and conferences to increase leads for your company.

We coach your team (in small groups so they actually absorb it) how to use a new approach to selling that uses the same great strategies and tactics sales reps have used for years to acquire and retain clients, but we move them online, where your target audience spends most of their time.

Besides our coaching sessions, we show you who to target, what to post, when to post it and how to follow-up including sample messaging, and more - all tailored to your company's unique needs and target audience.

And we speak from experience. **100% of our own leads come from social media and conferences.**

Also reach out to our CEO, [Robert Knop](#), today on LinkedIn, and he'll be happy to give you even more tips, and our conference plan that will get you on your way to conference success!

