



Attendee Return on Investment Toolkit

Many healthcare organizations want to know what they get out of sending an employee to an educational conference. This toolkit will help you set goals and define objectives that mesh with your organization.

JUSTIFICATION FOR YOUR MANAGER/SUPERVISOR/EMPLOYER

This tool can be utilized to clarify the “what” and “why” of what you are asking.

What is the cost of you attending the event?

Registration, clinic time, other

What types of connections will you make?

Who is going to be there, and who will you be networking with?

Which key opinion leaders will be attending?

Speakers, keynotes, organization leaders, etc.

Our organization is seeking information and expertise regarding _____ and the following sessions/speakers will be offering their valuable expertise in this/these area(s).

List CE sessions, speakers, etc.



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FOR THE REGISTERED ATTENDEE: PRE-EVENT

We appreciate the investment you are making to participate in the conference, and we want to help you make the most of your time. Let us help you set your mindset and calibrate your expectations for the event. Take a moment to use this tool to help map out the experience you want to have at the JADPRO Live Virtual Conference. Make this event your own and build your own story for the event.

What do I really want to learn, or what problem am I trying to solve?

Identify at least three opportunities that will help you achieve the above? (CE session, Braindate, Conversation Circles, poster session, etc.)

What person(s) would you like to make a point to connect with at this event and how would you like to connect? (Other attendee(s), speaker(s), group, leader, etc.)

Here are three questions that I will ask during this event:

- 1.
- 2.
- 3.

What new experience will I seek out at this event? i.e., Braindates, Conversation Circles, Virtual Exhibit, New Networking Opportunities



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FOR THE REGISTERED ATTENDEE: DURING EVENT

Now that the conference has begun, use this tool to help map out your experiences during the event.

“Tweetable” things I have learned:

(And feel free to share your valuable messages by tweeting some of the above to #JADPROLive and #APSHO!)

What new virtual experience did I have?

How did I contribute to this event?



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FOR THE REGISTERED ATTENDEE: POST-EVENT

The form can help you return to your organization with clear thoughts on the value you are bringing back with you. This may also be used in justifying your attendance in future years.

What are the tangible things that I am bringing back from this event?

Notes, ideas, knowledge, best practices, etc.

What relationships did I create, and who do I need to follow up with?

What was my lightbulb moment—my key takeaway? How will I share it with my colleagues? (Tweet, post, peer/staff education, reading materials, etc.)

What were the most valuable parts of this experience?