CONVENTION PREP CHECKLIST

Convention season is upon us and at CI we are helping our clients prepare and make the most of the networking opportunities that conventions bring. To that end, we wanted to share our Convention Prep Checklist.

- [ ] **Make a plan with timelines to ensure success.** When we look at convention season with our clients, our first step is to create a tailored approach and then help them execute it.
- [ ] **Analyze your audience and your needs.** The season your business is in may determine who you need to connect to. Take the time to analyze your needs before jumping into your lists.
- [ ] **Clean, sort and expand your contact lists.** Get rid of old contacts, categorize if needed, and then determine if you need more. Many conventions allow attendees to access lists.
- [ ] **Create messaging for contact audiences.** If you need to meet with owners, talk with lenders, or find new tenants those audiences need messaging that speaks to them.
- [ ] **Send emails and post on social.** Executing the plan is what many of our clients find most difficult, but we help them use email templates and branded social media posts that work.
- [ ] **FOLLOW UP!** When you hear back from people, don’t wait to get a time scheduled, conventions are busy. Plan meetings and locations right away, and confirm them with calendar invites.
- [ ] **Connect & Have Fun.** Make sure you have business cards, QR codes, V-Cards, etc to connect with people in the best way for them. Remember often a contact may not have what we need now, but later that connection may be vital. Build relationships and network.