

Issues that need to be considered by any female participant, during and after such event to maximize benefits of participation in the conference.

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## **Before the Conference**

### **Plan**

To succeed you must plan ahead. If you don't plan ahead the conference will end up as an expensive miserable failure.

**Why** you're going for this conference?

If you're not sure why you're going, or what you want to get out of the experience, you're unlikely to get it

Plan your trip wisely. Its better if you have sufficient time to settle down before the conference begins, especially if you are travelling too far.

### **Hotel Accommodations**

Stay at the Host Hotel / Closest Hotel to the Venue

Being at the conference hotel also allows you to meet new people in the hotel's elevator, lobby, restaurants.

If you need to get something from your room you can do it easily. If you need to dress up for a social event in the evening you can do it easily.

Also you'll probably pick up lots of brochures and freebies from vendors and stall holders which can make your conference satchel quite heavy. You can dump all this stuff on your bed quickly during a drinks/lunch break.

You might think it's smarter to book a cheap hotel in the same city but once you add the taxi fares, time spent getting to/from the conference venue it's not actually worth it.

**Connect** with other participants /event managers/sponsors



If you are a travel grant recipient, better to connect with the team and start communicating by forming a social media group.

Discuss the travel plans ahead.

Understand your roles and responsibilities



### **Clothes and Shoes**

Your choice depends on the reason for you attending the conference. I suggest dressing so you look smart and professional but are still comfortable. There's no point wearing a suit and expensive business shoes if they're uncomfortable and the suit gets crumpled from you sitting all day.

### **Choose sessions ahead of time.**

Look at the presenter schedule program beforehand and plan what you'll go to each day  
Write down questions you'd like answered or goals you would like to accomplish.

- **Charge your gadgets and devices (PDA, phone, laptop) to 100% each morning** – Take your phone/laptop recharger cable if you'll use all the battery life during the day.
- **Business Cards**  
Make sure you have LOTS of good quality business cards with your business details on them to swap with people.

## **At the Conference**

Arrive in plenty of time on Day 1 of the conference to get registered. Once registered make sure you know where all the key places are: Exhibition hall, Toilets, Sources of Tea/Coffee, Lunch/Dinner area etc.



- Some of the best information is gained at the informal places like parties or in lobbies or at coffee break.
- Engage with Speakers



**Strike the conversation**

- Meet as Many People as You Can:



- Vendor / Sponsor Stalls:  
Go see them if you can during a coffee break. You might learn something, get information on some new products and technologies.

- Take Photos

## **After the Conference**

It's time to connect with all those you got to know at the conference. Write a thank you mail. Get connected on social media. Participate in the discussions.