

2023 HBA Annual Conference

POWERING THE POSSIBILITIES

ROI Workbook

This workbook provides you an opportunity to dive deeper into the value of attending the 2023 HBA Annual Conference to make the most of the experience. You'll walk through justifying the investment to your manager, creating a pre-conference plan, and capturing onsite reflections and post-conference takeaways.

Justification to Manager

1. What is the cost to attend?

Registration:		<i>Notes</i>
Pre-Conference Seminar:		
Travel:		
Transportation:		
Hotel:		
Miscellaneous/Other:		
Total:		

2. Who will be attending? What relationships will I be able to gain or enhance?

3. What challenges, problems, or hurdles are we experiencing? How can I seek answers, guidance, or feedback to address these?

4. What leadership competencies am I looking to develop? What areas of the conference can I engage in to do so?

Pre-Conference Plan

1. What networking opportunities am I going to take advantage of? What materials or prep-work do I need to effectively network?

2. What are three questions/problems I am hoping to answer/solve?

1.

2.

3.

3. What sessions (keynotes, breakout, pre-conference) am I most looking forward to attending?

Title	Day	Time	Location

4. What other conference experiences will I seek out?

Onsite Reflections

1. What words/phrases have inspired, challenged, or resonated with me?

2. What are the answers to my questions? Solutions to my problems?

3. What new ideas or practices have I learned?

4. What has surprised me?

5. How have I contributed to/engaged with the conference?

6. What knowledge, skills, or practices do I need to reach my short-term goals? Long-term goals?

Post-Conference Takeaways

1. What are my biggest takeaways?

2. What relationships did I create/enhance? What steps can I take to ensure they continue to grow/strengthen?

3. What did I gain by attending the conference?

4. How might I be able to implement what I've learned in my position and/or career?

5. What are my next steps? What do I need to get started?

6. How can I continue to engage with the HBA?