



## How to Get the Most Out of Your Convention Experience

### **December (year before)**

- If your company has a December 31 year-end, determine if it is advantageous to register for the convention prior to the end of your fiscal year.

### **January**

- Register early – you can save \$75.00 by registering before March 1st.
- Make your hotel reservations early to ensure you take advantage of the excellent convention rate.
- Share the BSA Convention website address with your spouse
  - Identify those “tour” activities that are of interest to you and your spouse and register for them
  - Invite others with whom you would like to build personal relationships to join you (and your spouse) at one or more “tour” activities
- If you are not currently a committee member, identify BSA committees on which you would like to serve.
  - Complete and return a Leadership Preference Form available at <http://www.bsahome.org/committees/Committee%20Preference%20Form%202007.pdf> to join a committee of your choice
  - Plan your travel schedule so you can attend relevant committee meetings
- Make your plane and other travel reservations early.
- Manufacturers: Once your company is assigned a conference table, send out invitations to all your customers/suppliers to let them know that you will be at the BSA Convention and that you would like to meet with them.

### **February**

- Make conference table appointments during the sign-up period from February 1st to April 4th.
  - Identify manufacturers with whom you would like to visit
  - Select a time slot
  - Plan with others from your company who you would also like to attend the conference table appointment and the subjects to discuss
  - Send communication to the manufacturers about those topics you plan to discuss during your conference table appointment
  - If you have any trouble making an appointment with a conference table sponsor, contact the BSA office for assistance.

### **Any Time – Probably in Late February or Early March**

To truly maximize your investment in BSA and attendance at its convention, it is prudent to go through a planning process prior to the convention. Presumably by late February or early March you have determined who from your company will attend the BSA convention. At that point it's time to gather some BSA materials and hold an internal planning meeting. *The purpose of this meeting is to maximize your use of the BSA and its convention to benefit your company.*

- Gather and review minutes of BSA meetings since the last convention. Identify those activities and programs that relate to you and how they affect your business and how you can use the programs, i.e. Certified Bearing Specialists.
- Determine with your team what you want to accomplish at the convention.
- Make a list and assignments.
- Manage the assignments.
- Just before the convention, have a meeting to review plans and the status of each goal (see Committee Meeting Preparation under March).
- Have fun at the convention, and work your plan.

### **March**

- Identify “Free Time”
  - Identify other activities, restaurants and or golf courses in the area you would like to visit
  - Invite others with whom you would like to build personal relationships to join you (and your spouse) for one or more of these “free time” activities
- Agendas for committee meetings are sent at least two weeks in advance of the meeting. Prior to receipt of the agendas committee members should re-review minutes of their last meetings and perform and follow-up assigned to them at the earlier meetings. When agendas arrive, please review them carefully and call the staff or the committee chairman if you have any questions or comments. Plan how to get the most out of your committee participation.

### **April – Onsite**

- Pick up your registration materials and sign up for any additional tours you (and your spouse) would like to participate in.
- Sign up for conference table appointments if there are some you missed during the sign up period.
- Take advantage of the social activities to network and build personal relationships with industry peers.
- Be sure to attend the Opening Reception and Business Sessions – which allow for networking with industry members.

**Enjoy!**

### **April-May – Convention Follow-up**

- You created a plan prior to the convention to maximize your company’s interests at the convention. You should organize a debriefing session to determine if the goals you set were met and to get ideas about how to improve your participation in BSA even further in the future.