

Make The Most of Your Conference Attendance

Attending the CCSAA (Cross Country Ski Areas Association) Annual Conference can be a valuable experience for networking, learning, and growing your business or expertise in the cross-country skiing industry. To make the most of your attendance, consider the following outline:

1. Pre-Conference Preparation

- **Research the Agenda:** Familiarize yourself with the conference schedule, keynote speakers, workshop topics, and other events.
- **Set Goals:** Determine what you want to achieve at the conference, such as learning specific skills, meeting particular individuals, or gaining insights into new trends.
- **Schedule Meetings:** If there are specific people you want to meet, try to schedule meetings or informal catch-ups in advance.
- **Prepare Your Materials:** Ensure you have business cards, a digital portfolio, or other relevant materials to share.

2. During the Conference

- **Attend Keynote Sessions:** These sessions often set the tone for the conference and can provide valuable industry insights.
- **Participate in Workshops and Breakout Sessions:** Choose sessions that align with your goals and interests.
- **Network Actively:** Engage with other attendees, speakers, and exhibitors. Networking events, skiing and social gatherings are great opportunities for this.
- **Take Notes and Gather Information:** Document key takeaways, ideas, and contacts.

3. Engage on Social Media

- **Live-Tweet or Post:** Share your insights and experiences in real-time on social media using the conference hashtag.
- **Connect with Attendees Online:** Follow and engage with fellow attendees, speakers, and organizations.

4. Post-Conference Follow-Up

- **Review Notes and Materials:** Go through your notes and any brochures or materials you collected to reinforce your learning.
- **Follow Up on Contacts:** Reach out to the people you met with thank-you messages, LinkedIn connection requests, or follow-up emails.
- **Implement Learnings:** Apply the knowledge and ideas you gathered to your work or business strategy.

5. Evaluate and Reflect

- **Assess Achievement of Goals:** Reflect on whether you met the goals you set for the conference.
- **Feedback to Organizers:** Provide feedback to the conference organizers, which can be useful for future events.

- **Plan for Next Steps:** Based on your experience and learnings, plan your next steps in terms of professional development or business strategies.
6. **Continued Engagement**
- **Stay Connected with the Community:** Engage with the CCSAA and its members throughout the year.
 - **Share Your Experience:** Write a blog post or a LinkedIn article about your experience and learnings from the conference.

By following this outline, you can maximize your experience at the CCSAA Annual Conference, making it a valuable investment of your time and resources.