



Program Description

Program Length: 1.0 Hour

What excitement to attend a great conference! We pull our business cards, clothes, and spending money together and off we go. We have an amazing time, and **we leave with our heads full of ideas and intentions for our lives and our businesses.** We get home, handle waiting phone and electronic messages; perhaps take a few days “off” to recover from the intensity of the conference. And then what?

The problem is that our initial adrenaline rush from a conference quickly fades into the realities of “real life”. We put our program books on our shelves, presumably to look at them later. We set our collected business cards to the side, or give them to our assistants for our CRM systems so that we “follow-up as soon as we can”. **Life and business take priority over new ideas, and three months later we wonder just what we “got” from that great conference.**

How much of a loss do we encounter when we fail to implement the ideas we take from a conference? **How can we ensure that we’ll act on our new ideas?** How do we determine which “must have, sign by the end of the conference for this one-time special price” offer is the right one for us?

These questions, and more, are what this program is about and you’ll get your answers when you attend this special session. **In this program you’ll learn how to implement the ideas you take away from the conference,** which of the “special offers” you signed up for are worth your time and investment, and organize your resources you obtained at the conference to make the most of your on-site connections.

In this session you will:

-  **Identify your purpose** in attending the conference,
-  **Calculate your investment** in your conference experience – financially and personally,
-  **Determine** the resources you will compile to make the most of your on-site interactions, and
-  **Prepare yourself** to get the most return on your conference investment (ROI).

You will begin the process that can **transform your conference experience from the typical short-term high to your substantial long-term ROI!**



About Your Facilitator

Sylvia Henderson helps individuals and teams get their ideas out of their heads and into action. She is the founder of Idea Success Network and CEO of Springboard Training, LLC. Sylvia works with you to get clear about, develop strategies for, take action on, and be accountable to your ideas.

Using her **design thinking-based process** she developed called **IMPACT**[®], Sylvia facilitates workshops, coaches, speaks, leads an annual Idea Success Summit[®], and conducts idea strategy sessions so you can turn your dreams into dollars and convert your concepts to cash. She is the author of *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think* along with other books & infoproducts. Sylvia hosts a cable TV program called "Think About It!" that focuses on professional development topics and idea implementation successes on MMC-TV Channel 16 (streamed & archived at www.MMCTV.org). **Her passion is getting people to realize and take action on their own "a-ha's!" to make a difference in their lives.**



On a more-personal level, Sylvia occasionally tools around town on her Honda Shadow 1100 motorcycle. She rides roller coasters for fun and relaxation and is based in Olney, MD with her Welsh Corgi dog and life partner.

Connect with Sylvia for resources that support positioning your ideas for profit—many that you can immediately apply to your business and/or life.



- Visit: www.IdeaSuccessNetwork.com.
- E-mail: Sylvia@SpringboardTraining.com.
- Connect to Sylvia's blog: www.IdeaConversations.com.
- Get 24:7 access to Sylvia's resources and programs and join her Idea Success Community at www.IdeaSuccessCommunity.com



"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."
~ John Steinbeck, Pulitzer Prize-Winning Author "Grapes of Wrath" and "Of Mice and Men"
(1902—1968)



Name:

Program / Event:

Dates:

PURPOSE

GOAL	GOAL	GOAL
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TOPIC / TRACT to Follow
|||||

WHO to Meet
○○○○

WHAT to Invest In

NOTES



My Master Schedule

Times	Day _____				



Investment (Direct)

		Total
Event Registration		\$
Transportation		\$
Baggage		\$
Insurance		\$
Tips		\$
Parking		\$
Lodging		\$
Expo / Vendors		\$
Purchases		\$
Contracts		\$
Services		\$
Offers / Back-of-Room Investments		\$
	Length of time:	\$
	Length of time:	\$
	Length of time:	\$
Outside Shopping / Tours		\$
Clothing / Supplies (Purchases specifically because of event)		\$
Presentation / Marketing Investments (Specific to event)		\$
(Handouts. Flyers. Business cards. Brochures. Post cards. Promotional products. Other.)		\$
		\$
		\$
		\$

Food / Meals	Day _____				
Breakfast	\$	\$	\$	\$	\$
Lunch	\$	\$	\$	\$	\$
Dinner	\$	\$	\$	\$	\$
Snacks	\$	\$	\$	\$	\$



Investment (Indirect / Emotional)

		Total
Contractors / virtual help / staff costs while away		\$
Personal		
Pet sitting		\$
Child care / senior care		\$
Food storage (fixed meals for family while away)		\$
House sitting. Lawn care. Other?		\$
Professional		
Lost opportunities / lost income (because of time away)		\$
Sales not made / services not delivered		\$
Indirect / Emotional		
Time away from family		\$
Emotional investment in attending the event		\$
Time / energy spent researching & planning the event		\$



Daily Journal

Day _____

Ideas 	Top 3	Actions	✓

Journal

Day _____

Ideas 	Top 3	Actions	✓

Journal



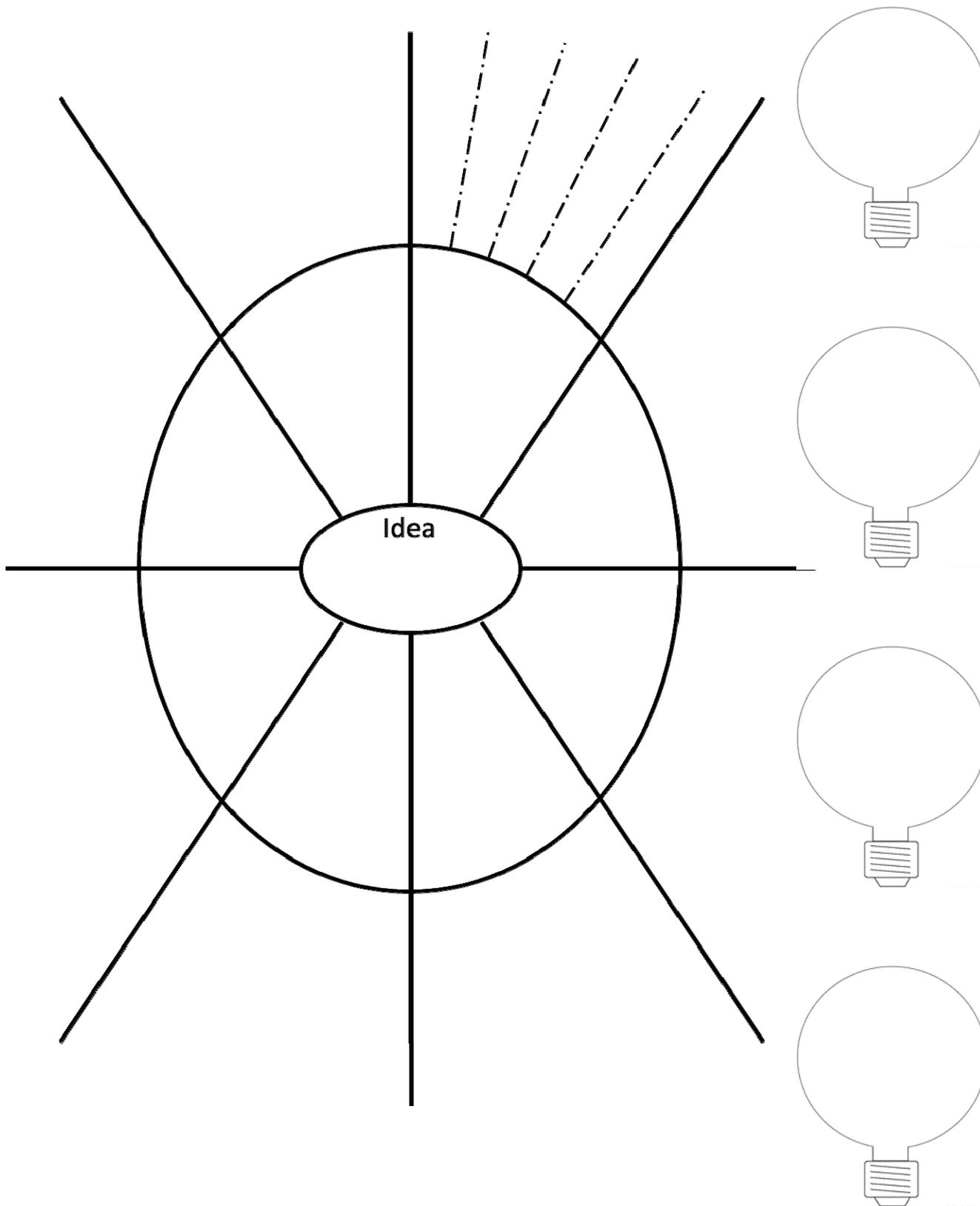
Event “Top 5”

Ideas 	Actions (Next 30 Days)	Journal (Feelings)

Relationships “Top 5”	Follow-Up (Next 2 Weeks)
<p> Post-event accountability partner</p> <p></p>	<p>First post-event contact:</p>

Major Offers

Get details, contracts, agreements → know what you invested in and all terms & agreements!





12-Month Strategy

Integrate new ideas into the rest of your life.

<p><i>(Immediately after event)</i></p> <p><input type="checkbox"/> Recovery – rest; repair relationships; plan strategy</p> <hr/>		



Idea Success Network – Program Foundation & Resources

Collaborative Discovery & Accountability

- ▶ Coaching / advisory services
- ▶ Virtual seminars
- ▶ Workshops
- ▶ Idea Success Summit®
- ▶ Idea Success Labs®
 - With thought leaders + Individual "Success Strategy Spotlights®"
- ▶ Keynote speaking
- ▶ Strategy & accountability sessions
- ▶ eZine
- ▶ More!

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Hey, That's My Idea!
How to Speak Up and Get Recognized for What You Know and Think. Author: Sylvia Henderson.
Publisher: V-Twin Press.
ISBN# 9781932197327

Available at
IdeaSuccessNetwork.com

IDEA SUCCESS NETWORK

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Get strategies, systems, tools, & resources for **IMPLEMENTATION & ACCOUNTABILITY** here!
(Effective only if you're ready-and serious-about taking action.)

First Name:

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Imagine the IMPACT(c) you have - on your business and life - when you implement more of your ideas, more effectively!

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