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Top Ten Tips for Leveraging Conferences for Big SUCCESS!

By Bea Fields

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by: **Bea Fields**

As I am preparing for my attendance to the CoachVille's Third Annual Coaching Conference, I have been considering how I can make the most of my conference attendance. These ten tips will support you in leveraging those conference you will attend in the future and for creating an unforgettable experience!

1. Connect, connect, connect!

Some of the most valuable time spent at a conference can be the time you spend in conversation with others outside of the speaker presentations/breakout sessions. Make a commitment to schedule one breakfast and one lunch meeting each day with someone you want to get to know, and make a plan to connect with these men and women following the closing of the conference.

2. Volunteer!

One of the best ways to get to know others both inside and outside of your industry is to volunteer 1 hour each day for the conference production team. This time can create a sense of connection and a feeling of self confidence and accomplishment for both you and the conference team.

3. Host an Open House.

At the end of the day, most conference goers are ready for a little rest and relaxation. Rent a small room inside the conference center, or if the conference is being hosted inside a hotel, open your hotel room for a small late afternoon tea or early evening cocktail party. Invite everyone you see, and have a blast!

4. Ask Great Questions!

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Make your conference experience engaging and memorable by making the most of this opportunity to learn. Spend time talking to the speakers, book authors, vendors, and those you are meeting, and ask, ask, ask. Request recommendations for books, resources, or contact names which will support the growth of your business. Talk to others about new directions developing in your field and find out about emerging leaders who you may want to partner with in the future. By becoming an active participant, you will be surprised at all that you learn and how your life will be enhanced.

5. Scout for Talent.

Are you looking for a new business partner, employee, product developer, or author for your business? If so, spend time talking to folks to find out as much as possible about their talents, gifts, and strengths. Keep a little black book or palm pilot with you in order to capture important details about people you may want to contact in the future for a special project or event.

6. Attend the Conference on Behalf of Your Clients.

For clients who are too busy to attend a conference, you can offer to attend a conference in their place. You will want to have the company pick up the cost for attending the conference, and it is a great time to market for your client and to market your services at the same time. Keep detailed notes during the conference, and collect product information which you feel will benefit the lives of your clients. This is a wonderful way to add value for your clients/customers.

7. Open a Conference Blog.

Through a service such as TypePad, you can develop an online journal or diary for sharing your experiences during the conference with the public at large. This is a wonderful way to let other professionals and your readers know that you are devoted to continuing education and professional improvement.

8. Gift an Article, Abstract, or Special Report.

Prior to the conference, take the time to write an article of interest, abstract, or special report which is relevant to your industry. As you meet people and exchange business cards, request permission to send the article or report following the conference and then FOLLOW UP! Add a personal note of thanks, and use this opportunity to build rapport with others. This one gesture can support you in growing your database and in developing rock solid relationships for the future of your business.

9. Schedule Time Each Day to Organize Your Thoughts.

Attending speaker sessions, networking, and being on all day can be exhausting and can create a feeling of mental clutter. Spend 30 minutes at the end of each day to absorb what you have learned, organize your thoughts in a notebook, and to prepare for the next day. Make a punch list of sessions to attend, people to meet, and vendors to visit, and hit the ground running the next day to really go for it!

10. Work the Vendor Floor

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The majority of conferences will host an exposition or vendor fair, which allows companies the opportunity to display their latest product and service offerings. You may choose to host a vendor booth or to split the booth with other vendors who compliment your services. If you are unable to host a booth, make the most of the vendor fair by "working it" (networking, connecting, and having your eyes and ears open.) This is a wonderful opportunity to learn about current trends in your industry and to create contacts with others who are connected to your field. Spend time talking with as many vendors as possible, and connect, connect, connect.

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a Consultant, Trainer, Public Speaker and author of the Five Star Leader e-course. Along with Business Coach, Alicia Smith Bea is also the co-author of the Marathon Marketing E-Course for Coaches and Business Owners. For more information on the Marathon Marketing Course, visit: The 90 Day Marketing Marathon.

The Benefits Of Having Internet Big Picture Skills

By Alwyn Botha

This article explains the value and relevance of having Internet big picture skills.

To start, just what is Internet Big Picture skills?

Definition: Internet Big Picture skills

Being able to understand problems and Internet opportunities In the largest, biggest picture perspective possible. Always understand opportunities from a global or very wide perspective.

Use your understanding of this broad, global view as an environment within which to combine small, narrow focus and fragmented approaches to a coherent, total solution. Major opportunities are global, seemingly complicated, but within reach using small steps.

Explanation:

You must be able to understand the Internet opportunity you want to focus on in the largest, biggest picture perspective possible.

For example:

If you are an expert on writing meta tags only, you can, at most, be the world's best meta tag writing expert.

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If, however, you are an expert on all aspects of designing a website for the top ten positions in only one search engine, you can, at most, be the world's best top ten positioning expert for this one search engine.

If, however, you are an expert on all aspects of designing a website for the top ten positions in the ten most important search engines, you can, at most, be the world's best top ten positioning expert for the top ten search engines.

If, however, you are an expert on all aspects of developing software to help design a website for the top ten positions in the ten most important search engines, you can, at most, be the world's best top ten positioning software expert for the top ten search engines.

If, however, you are an expert on all aspects of positioning a website for the top ten positions in the most important search engines, you can be: the world's best search engine positioning expert.

Experts are required, but if your area of focus is too small, you will never see the bigger picture and the corresponding bigger opportunities associated with it.

By all means, be an expert in your chosen field.

Just keep in mind that at higher levels your expertise can be packaged with the expertise of others into more complete solutions. Then consider how these packaged solutions can be packaged at another higher level for a much higher level, expensive, complete solution.

Continue packaging these solutions at higher and higher levels until you start packaging (combining and re-purposing) solutions across several industries on a global scale.

`To do' list

Think about the ways in which your narrow field of expertise can be combined with those of others into a more complete solution for prospective customers?

Contact those other `narrow field of expertise' experts and build a more comprehensive, overall solution.

Think about how this packaged solution can be packaged at a higher level for a much higher level, expensive complete solution.

Relevance of Internet Big Picture skills to your achievement of maximum Internet success

If you are just leveraging your narrow area of expertise, you are not getting the maximum returns you possibly can.

If you think big, you can partner with others, and you can all leverage each others' strong points. Best results will be obtained here where each business partner bring something to the partnership that

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mutually reinforces (strengthens) the contributions of the other business partners.

The better your Internet Big Picture skills, the higher levels of leverage you can get.

The bigger your picture of your Internet Big Picture skills, the much, much higher levels of leverage you can get. Please reread the meta tag expert example above to see how higher levels of thinking will get you higher levels of leverage and profit ;)

This article, by Alwyn Botha, is part of his free, 10–day autoresponder course: *Beginner's Guide to Maximum Internet Success*, available from

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