

How To Double The Results You Get From Live Conferences

Don Crowther

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Reality

- Live conferences represent a significant investment in time and money



But

- Many people adopting practices that are limiting/ruining their ROI from conferences



This Is MY Personal Opinion

- Yours may differ
- But this is the result of many hours of thought and experience
- And testing...



Two Categories

1. Information
2. Relationships



ROI Killer #1:

- Bringing your computer into the conference room
- Made even worse by connecting to the Internet once you're there!



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Why?

- Computers in a live conference are a huge distraction
 - Follow a link, or resolving a problem at the office
 - Check email
 - Check Facebook
 - Watching a funny YouTube video



Meanwhile

- THE key message of the conference for you is communicated
- And you didn't even hear it!



Scientific Fact

- Not possible for humans to multi-task
- The mind cannot listen to one thing and do another and still absorb the key information presented



Key #1

Leave your computer in your room!



ROI Killer #2

- Taking notes via computer rather than by hand



Here's My Experience

- Not science, but I believe this is correct
- When you hand write notes, they stick in your brain
- Typing notes gives your brain permission to abandon that information – it's now been recorded



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My Recommendation

- Hand write notes
- Then type them later
- Twice through your brain, reinforcing them and giving you a permanent digital record



What You Take Notes With

- Don't want to use the full width of a piece of paper
- Too long to return to the left side
- Smaller width better



Some People

- Draw a vertical line about 2.5" from the left margin
- Take notes on right side
- Indicate action items on left side



My Preference

- Use a Moleskine or similar notebook (5.2" wide)



Moleskine Ruled Notebook Large (Journal)

★ ★ ★ ★ (1,186 customer reviews) | (146)

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How The Mind Works

- New information creates neural pathways
- Your job is to widen and dig them deeper, enabling you to remember more of it
- And to set yourself up to be able to recall more later



Key #2

Take notes by hand(writing)



ROI Killer #3:

- Not noting what was said, noting what you thought about what was said



What I Find To Be Best

- Write down everything important that is said
- Even if you already know it
- Include what you think about it, develop a marking system for those thoughts



My system

- Notes
- Outdent, preceded with a dash, an action item
- Outdent, preceded with a star, key takeaway



At A Typical Conference

- I may take 30-40 pages of notes
- And oftentimes burn through a pen
- (Gel pens are best)



Key

- Don't necessarily write down what's written on the slides, write down what important is said
- Some speakers don't know how to put key points on slides



Pressure...

- Your mission is to document the content so that you can recall and act on it later
- Plus document key action steps and key takeaways
- Don't need to note lesser action steps, you'll get that later



Here's What That Pressure Does

- Focuses your entire being on the content
- Creates a mind meld between your actions (notes) and your mind, cementing the content in a much stronger way
- Digs deeper and wider neural pathways



Key 3

Document the presentations as completely as possible



ROI Killer #4

- Dropping back into the world too early



What Most People Do

- Cut out right after the conference
- Sleep on the plane
- Put their notes in their bag and never look at them again



Here's What I Did Today

- Signed up for the Experts Industry Association Event November 11-13
- Booked hotel and flights
- Options – return flight at 2:55pm, or redeye leaving at 7:45pm
- Or stay one more night, \$144



Asked Myself

- Already investing lots of time and money in this conference
- Why rush out?
- Is it not worth \$144 to get everything I can out of the conference?



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What I'll Do That Night

- Will go through all the notes from the conference
- Highlight all of the key things that I really want to remember and act upon
- Write a letter to my family, will probably include key learnings in it



What I'll Do On The Plane

- Pull out my pocket Moleskine (3.6" wide)



Moleskine Ruled Notebook Pocket (Diary)

Moleskine (Author)

★★★★☆ (84 customer reviews) | Like (116)

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In Pocket Moleskine

- Document what I intend to do differently as a result of the conference (strategies)
- Document key takeaways from conference
- List key contacts to contact
- Checkboxes for action steps



That Book Is Gold!

- Creates action
- Marching orders
- Documents intended actions
- Record (along with notes moleskine) of past takeaways, regularly reviewed



Key #4

Invest time and energy to extract and take action on conference learnings



ROI Killer #5:

- Hanging out in the hallways instead of being in the room



I Recognize

- That relationships are key
- But there's time for that
- Who do you want to partner with, those who "know everything" or those who are constantly learning and growing



Side Effect

- Sleeping in and napping during the conference



Key #5

Be in the room



ROI Killer #6

- Sticking to yourself at conferences



Key Realization

- Virtually EVERYONE who has had a major impact on my business in the last 17 years is someone I met

At a conference!



Here's My Problem

- I'm shy, an introvert
- Very difficult for me to walk up to people and interject myself into conversations



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Here's What I've Learned

- I have to do it anyway!
- And I rarely get
 - Attacked
 - Shunned
 - Ignored
 - Bitten



Take Full Advantage Of

- Networking events
- Meals (make arrangements early in the day)
- Where you sit (change each day)
- Who you choose to team up with



Do Some Advanced Prep

- Think about who you want to meet before going
- Do some research on them
- Find their picture and memorize it
- What's your objective in meeting that person



Come With A List

- Key people
- What you want to accomplish with them



Business Cards

- Bring them!
- Put your picture and contact information on it
- Leave a place to write on (not shiny)



Sample Card

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For free social media and online marketing tips visit www.doncrowther.com and register for our free newsletter there

Websites: www.SocialProfitFormula.com
www.101PublicRelations.com
Blog: www.DonCrowther.com
Twitter: www.twitter.com/don_crowther
Facebook: www.facebook.com/doncrowthersocial
LinkedIn: www.linkedin.com/in/doncrowther

When You Get A Card

- Write something on it that will mean something to you later
- Develop system of immediately ruling out cards you won't want later
- Write action item on it



Carry Something To Write On

- Single piece of paper folded
- Take notes of key contact information from people who don't give you a card
- May want to take their picture
- Bump on smart phone (but take notes)



Process Cards Each Night

- Note key people to get back to tomorrow
- Remember, take notes in small Moleskine of action items with individuals
- Assess how well you did in networking, action plan for tomorrow



Key #6

Actively seek out key contacts



ROI Killer #7:

- Never sleeping, drinking heavily



Something To Be Said...

- Lots of relationships formed and deepened in the bar



But At A Certain Point

- Value is low
- Killing your ability to learn stuff the next day



Story...



Key #7

Be wise, my friend



Situation

- Online marketing has changed drastically in just the last 9 months!



Causes

- Panda
- Social Media
- Tough economy
- Facebook
- Bing's rise
- Google Instant
- Google +
- ...



Drastically changed what works and what doesn't in Internet Marketing



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Have you changed your business?



Do you even know what you should be doing differently?



3 Big Things

1. Specific, actionable knowledge about what works and what doesn't RIGHT NOW!



Walk Out With 3 Big Things

2. Online Business Plan
 - Plan itself
 - Monetization



3 Big Things

3. Relationships
 - Advanced, targeted networking
 - Specific activities to help you tie to other people that can help you build your business



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