

## Get the Edge: Mining the Gold from Your Conference Workshop 1: Preparation for Success

What do you want from this conference?

---

What do you want from this workshop?

---

**Your Goal for your Career** – a statement of the outcome you (really truly) want:

---

**A goal is not:**

- What you don't want
- How to get there

**A goal is:**

- **Inspiring** – knock your socks off – go for a “10”
- **Succinct** – goal = “title of the song”
- **Challenging** – go for what you really want, not what you know you can achieve – **be bold**
- **Measurable** – you can tell if you're on track and when you've reached it

**Intentions for the conference** – specific outcomes you want:

---

---

---

---

---

**Plan how to fulfill on your intentions** – where to look, who to ask, specific actions you'll take:

---

---

---

---

---

# Artist's **EDGE**

Expand Your Universe, Live Your Dreams

## Powerful preparation to simplify follow-up:

- Carry your business cards with you – write on the back of them so they remember you
- Have a system for collecting contacts – keep cards, etc. in a consistent place
- Make sure they give you a reachable phone number and good time to call
- Take notes on the backs of business cards – what you promised, what you learned about them
- Keep a list of follow-up actions
- **Schedule** follow-ups – make sure you both put it in your calendars (write it on your card)
- Schedule time right after the conference to consolidate and schedule follow-up actions
- Take max advantage of each opportunity as you encounter it - you may not get another

---

---

---

---

---

## Strategies for dealing with “no” (disappointing outcomes):

- Expect it – it's a natural part of the process
- Let go of expectations for how it will go – be open to any outcome
- “Next!” / one step closer to a “yes”
- Don't take it personally – it's never about you anyway

---

---

---

---

---

## What are you taking away from this workshop that you will use?

---

---

## How will it impact your conference experience?

---

---