

## Stakeholder Post Conference Follow-up

Bring the benefits of knowledge home to your organization! Follow up with your supervisor or board after you return from the conference. They will want to know firsthand your impression of the meeting, whether you gained something from it, and how you will be able to apply lessons learned. Most importantly, let your organization know that your participation in the conference was a worthwhile investment.

Write a thank you letter/email and include the following:

### **Education**

1. Identify the sessions you attended from the daily schedule and note which sessions addressed specific needs within your organization, such as cutting costs, streamlining processes, building relationships or overcoming specific challenges.
2. Share key takeaways from the sessions that you plan to implement.

### **Networking**

1. Identify who you met with that can help you overcome your organization's challenges.
2. Disclose conversations you had about your peers' challenges, so that you can assist your organization in planning proactively.
3. Identify colleagues with which you discussed future contracts or services.
4. List any new vendors/planners who you are considering adding to your list of industry contacts.

[Upcoming PCMA Events](#)