

Dear Maintenance & Reliability Professional,

There are an abundance of maintenance and reliability conferences, and each year, there are only a select few employees from each company who are lucky enough to attend them. How can you be sure your management sends you to the most productive one? Our goal is to provide attendees with a powerful learning experience and productive conference that will encourage their company to send even more people the following year.

It can be difficult to receive management's support to attend a conference. Perhaps the main obstacle is trying to determine the total value of attending an event and how you can incorporate what you learned at your worksite. Other than an employee's general opinions and feedback, what other factors will help convince your management to send you to a conference? To determine your true return on investment, we've developed this toolkit for you to ensure that you achieve your desired objectives and outcomes at our conference. The results from using the toolkit will help you show the value of attending, as well as help you present and implement solutions that you learn at the conference.

- **First page** - The first page is to be completed prior to attending the event and is used to provide support to your request to attend the conference. This will help convince your boss to let you attend and will show the benefits you can bring back to your company. Some of the components include factoring in the total cost of attending, what differentiates the event from other maintenance and reliability events and what answers and solutions can be acquired from attending the conference to help your company solve any problems it may be experiencing.
- **Second page** - The second page is designed for your personal use. What are you aiming to get out of the conference? What new experiences will you seek out at the conference? How will you share your knowledge with your site?
- **Third page** - After the event is over, you will complete the third page and share it with your boss and/or team. This page is used to reflect on your experiences during the conference. Was it worthwhile? What were your key takeaways from the conference? Would you go again?

If you have any questions about completing this form, please reach out to us for guidance and support. We are looking forward to providing you with an enriching conference experience.

Sincerely, Crystal Cedro - 2017 MaRS Conference Chair



## Dashboard for your Boss

*(To be completed by the attendee, to give to their direct manager/supervisor, ready when marketing is launched and registration is open, can also be sent as part of the registration confirmation)*

Event Attendance ROI Dashboard	
<b>Cost of you attending event</b> (Air+Hotel+Registration+Per Diem or other applicable)	
<b>Who is going to be there?</b> (What relationships will you gain? Are there best practices we can learn? Are there clients or influencers who will be there? Are there exhibitors who can provide a solution?)	
<b>What differentiates this event?</b> (What are you getting here that you can't get somewhere else?)	
<b>What answers can I find here for problems our organization is trying to solve?</b> (List session names, speakers, exhibitors, etc.)	
<b>Are there any testimonials from people who have attended in the past?</b> (Check out <i>marketing collateral</i> or <i>social media channels</i> or similar tool where you can connect to past attendees or use some of the quotes from previous conferences)	
<b>How will you value the experience of this event?</b> (The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet)	



## Registered Attendee

(Pre-event)

The conference is rapidly approaching. We appreciate the investment you are making to travel to the event, and we want to help you make the most of your time. Let us help you set your mindset and calibrate your expectations for the event. Take a moment to use this tool to help map out the experience you want to have at the HCSMRP MaRS Conference. Make this event your own, build your own compass. Build your own story for the event.

What problems am I trying to solve?

Here is a link to the [agenda](#). What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

Who can I partner with to find solutions (other attendees, exhibitors, speakers, etc.)?

How will I share the knowledge I gain from the conference (share notes, implement solutions, introduce new tools, etc.)?

1)

2)

3)



## Registered Attendee (Post event)

*This is for the attendee to complete but then they can share this with their boss*

Event Attendance ROI Dashboard	
What knowledge am I bringing back from this event (papers, notes, business, process, vendor, etc.)?	
What relationships did I create? Who do I need to follow up with?	
What was my one key takeaway?	
What solutions did I find and how will I implement them? What do I need to do to get started?	
What new questions did I discover?	
How do I value my experience? (would you go back, recommend this conference to a colleague)	



How was I inspired or motivated by the keynote speakers?