

## HELPFUL TIPS FOR A **SUCCESSFUL CONVENTION**



**T**he 65th Annual IFEA Convention, Expo & Retreat, presented by Haas & Wilkerson Insurance is less than two months away and we are looking forward to seeing as many of you as possible there! With an incredibly dynamic line-up of speakers from the Opening Keynote to the Closing Keynote, be sure to download the newly released [Convention Brochure](#) for a glance at the diverse range of topics and excellent programming. And if you haven't already registered yet, the 2nd Early Bird registration deadline is quickly approaching on August 15. After that, the registration price increases so be sure to register today and save!

After a two-year hiatus, this year's Convention will be a fantastic opportunity to *sharpen our tools, be inspired and reconnect with one another*. Through these connections, comes amazing conversations and exchanges on important topics, challenges and opportunities resulting in *renewed energy, new ideas, inspiration, creativity and an incredible network that continues to support year-round*.

We encourage you to bring as many of your staff members as possible. To maximize the value of your investment in attending the Convention, take the time to plan and prepare with your team ahead of time. The power of IFEA educational and networking opportunities is like no other in this industry. Take advantage of as many opportunities to meet new colleagues and connect with old friends...whether it is for a cup of coffee at Connections Cafe, enjoying one of the planned social events such as the IFEA Foundation Night, grabbing a beverage at the IFEA/DFEST® Hospitality Suite, engaging in educational sessions or volunteering at the Convention in some capacity.

*As it's been a few years since we've all been together...I thought I'd share a few helpful tips for a more successful Convention:*

### **Before the Convention:**

Set goals; what do you and your team want to accomplish?

- What can you share?
- What do you want to learn?
- Who do you want to learn from?

Reach out to those you want to talk with, to make a plan to connect. Plan your time; read through Convention materials for an understanding of the overall offerings and schedule. Review the sessions; get an idea ahead of time what you plan to attend and what others on your team will attend.

### **During the Convention:**

Be present; yes, this is difficult but we should all challenge ourselves with this one....but put the phone away as much as you can. Take the time to down key takeaways each day. There will be a lot of great ideas and valuable information flowing.

### **After the Convention:**

Keep the conversation going throughout the year. Share key takeaways with those team members who were not able to attend. Stay in touch with IFEA colleagues. Take advantage of the opportunities provided by IFEA such as attending monthly Affinity Group discussions; educational session; reading "i.e." Magazine and updates provided by IFEA.

We look forward to seeing you all as we continue to work towards the future transforming and evolving our events and those that we serve. I am proud to be a part of this unique industry that continues to connect communities and bring so much joy to millions of people each year.

See you in McAllen!

**Diana Mayhew, CFE**

IFEA World Board Chair

President

National Cherry Blossom Festival

Washington, DC