



AEMP Conference Return on Investment Worksheet

The AEMP 36th Management Conference & Annual Meeting is your opportunity to gain access to the expertise, contacts, and strategies that are changing the heavy equipment industry! To make the most of your experience and to help provide tangible value of your attendance, use this ROI worksheet to set goals and clearly define objectives so you can easily parallel your organization's investment with all the ways you and your organization will benefit.

For your Supervisor

Complete the following form to give to your direct manager/supervisor.

What is the cost of you attending the event?
(conference registration, hotel, travel, etc.)

Who is going to be there?
What relationships will you gain? Is there business you can close?

Are there clients or influencers who will be there?
What differentiates this event? What are you getting at this conference that you can't get somewhere else?

What answers can I find here for problems our organization is trying to solve?
List session titles, speakers, etc.

Are there any testimonials from people who have attended in the past?
Check out AEMP on social media & YouTube to see what people say about why they attend
AEMP conferences: <https://www.youtube.com/watch?v=zOEv9KFM8-g>

How will you value the experience of this event?
The cost of the problems you are trying to solve, the answers you are looking for, the people
you'll meet, etc.

For the Registered Attendee: Pre-Event

AEMP appreciates the investment you are making to travel to our event, and we want to help
you make the most of your time. Let us help you calibrate your expectations for this event. Take
a moment to use this tool to map out the experience you want to have. Make this event your
own and build your success!

What problem am I trying to solve?

What three learning opportunities can I find or create (a session, a speaker, a person to meet)?

With whom can I partner to find solutions (other attendees, suppliers, manufacturers)?

Here are three questions that I will ask during this event.

1.

2.

3.

For additional information, please visit <http://www.aemp.org/>