



SOME HELPFUL CONFERENCE DO'S AND DON'TS

Every year someone says, “My conference partner didn't do this and didn't do that,” you know the story. So, as a helpful reminder, we have listed a few key DO'S and DON'TS, which will make your meetings more successful. It will be to your advantage to review this list.

You will also want to view the “How to Prepare” Conference video. To view the video, simply go to www.pwa-par.org/video.

I'm sure your meetings will be more productive if you do the DO'S and don't do the DON'TS (easy for you to say). Have a successful Conference.

Number 1 complaint. “My meeting partner DID NOT follow up with the things they were going to do when they got home!” Don't be this person.

DO'S

- 1. BE PREPARED.**
- 2. Do a pre-conference mailing. Send a rough agenda to your meeting partners explaining what you plan to discuss.**
- 3. Share your meeting time with your meeting partner. 15 minutes each will go a long way.**
- 4. Listen to what is being said, state the facts only.**
- 5. Send "qualified" personnel only.**
- 6. Let your sales reps participate they should have a lot to offer.**
- 7. If all is said and done, then the meeting is over. You don't need to wait for the phone to ring.**
- 8. When the phone rings, the meeting is over. It is time to move on. Let the next meeting begin on schedule.**
- 9. DO YOUR POST CONFERENCE WORK AS SOON AS YOU GET HOME.**

DON'TS

- 1. DON'T ATTEND IF YOU ARE UNPREPARED.**
- 2. Don't dominate the meeting; this conference is an equal opportunity program.**
- 3. Don't send unqualified personnel to represent your company.**
- 4. Don't show up late to your meetings.**
- 5. Don't cancel any meetings.**
- 6. Don't waste time. Discuss the major topics. The decision makers are there to make decisions.**
- 7. DON'T GO HOME BEFORE THE PROGRAM IS OVER. THIS IS A THREE-DAY CONFERENCE.**