

HOW TO get the most out of a business travel convention

Useful tips when attending business travel conventions

We asked some BCD Travel veterans how they make the most of a business travel convention. Their advice: make a plan, step outside your comfort zone, enjoy the festivities (but not too much) and rest.

1

Outline your goals and objectives for the event.

Do you want to learn something new, network or get help with technology, like an online booking tool?



2

Check the conference agenda.

Review the program for relevant panels and education sessions and plan your time.

3

Try to pre-book meetings with the people you want to meet.

To reconnect with peers/colleagues or introduce yourself to new ones, send a short note asking for face time at the show.

4

Get creative with your meeting locations.

Suggest a brief walk outdoors during a coffee break.

5

Approach the convention like a marathon, not a sprint.

Jot down session notes and event highlights for review later.

6

Follow the event on Twitter.

Search the official convention hashtag to find out who else is talking about the show and what happenings you may have overlooked.

7

Post about your experience.

Share your experience on social media. Share quotes, insights, key takeaways and photos from events.



8

Send a follow-up email.

Drop a note to the people with whom you want to remain in contact. Make connection requests on LinkedIn and Twitter, if appropriate.

9

Lastly, some areas to note.

- **Don't overcommit.** Some shows are multiple-day, sunup to sundown events. You can't be everywhere with everyone. Why even try?
- **Don't neglect your wellbeing.** Eat well and hydrate properly. Rest each day.
- **Don't be the life of the party.** Seriously, just don't. Enjoy the after-hours festivities but avoid doing anything you'll regret it later.
- **Don't spend too much time with your own people.** Stretch yourself and build your network by meeting peers and colleagues you don't know but should.



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Questions? Email: move@bcdtravel.com