

ROA TOOL

(Return on attendance)

RECORD ideas and Aha! moments here.

Each one has a value of 200 dollars.

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RECORD ACTION ITEMS here. These are takeaways you plan to implement upon your return immediately. Examples might include processes you would like to incorporate, best practices you would like to share or conventionalism you would like to challenge.

Each one has a value of 500 dollars.

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RECORD Moments of inspiration here. These are quotes, stories, magical moments that will make you a better leader. These are also moments that afforded you an escape from the day to day to re-energize so you can be more focused and determined when you return.

Each one has a value of 300 dollars.

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RECORD new key contacts here. These are people who you have shared stories with – who you would like to add to your social network when you return. Hopefully, these are peers who will continue to add value through their knowledge and experience and who you can count on in the future to bounce ideas off of and collaborate with or benchmark against when you return.

Each one has a value of 500 dollars.

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At the end of day one, make sure you are working towards your goal ROI. If you need help in any specific area – please alert an IIR team member who will work with you to achieve your desired ROI before the conference ends.