



# WHEN WE MEET WE ACHIEVE

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## RETURN ON INVESTMENT PLANNER IAAP MEETINGS & CONFERENCES

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Turning your conference dollars into company revenue is a complex process, but we've provided you this tool to prove the value in attending and to track your conference experience. Setting objectives, planning the next steps and recording outcomes all add up to a wise investment.

Use this ROI Planner to show you— and your boss— how the education and connections from IAAP meetings and conferences help you to achieve your career and organization's goals.

# ROI PLANNER

As an IAAP attendee, you've got a unique set of objectives for both you and your organization. Whether you're looking for smarter technologies, more professional contacts or just plain good ideas for the office, IAAP is the place to make it happen. Need to build the case for your boss? Check out these reasons to attend, and on page 6, calculate your investment and determine its value.

## Outstanding Reasons to Attend

- Network with other top-notch administrative professionals from around the globe.
- Kick start your creative problem solving skills by sharing ideas and experiences with your peers.
- Learn how to apply new technical, organizational and project management skills.
- Invest in your career as an administrative professional by increasing your worth.

IAAP's educational offerings provide an enormous return on investment through:

- Higher on-the-job productivity
- New and upgraded workplace skills
- Superior performance and increased effectiveness
- Greater alignment with organizational goals
- More work satisfaction
- Increased employee retention
- Skill-sharing with co-workers
- An expanded network of peers

### Smart Idea

Multiply your knowledge. Come up with a plan to share your key take-aways with the rest of your team once you return to the office. Before you leave, ask your co-workers what questions or needs they have. Then bring them back solutions.

## Ready To Start Planning Your Experience? It's Easy.

1. Download and save a copy of the ROI planner for your personal use.
2. Print it out and bring it with you to IAAP meetings to take notes during the conference. Or type your notes into the planner when you return from the conference.
3. Keep the ROI Planner available to update whenever you need to find contacts you made at the IAAP meetings.

### Smart Idea

Use the ROI Planner as a platform to build a winning proposal for your attendance to present to your management.

# ROI PLANNER

KNOWLEDGE AND IDEAS

Identify knowledge and business solutions you'll gain to further your development.

## Pre-Meeting Objectives

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## Sessions To Attend In Order To Meet These Objectives

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Before Meeting



After Meeting

## New Ideas, Key Takeaways And Next Steps

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## Objective Outcomes

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# ROI PLANNER

OFFICE EXPO (WHERE APPLICABLE)

Make new professional connections

## Pre-Meeting Objectives

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Before  
Meeting



## New Ideas, Key Takeaways And Next Steps

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After  
Meeting



## Objective Outcomes

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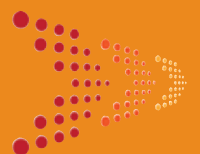
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# ROI PLANNER

## COMMUNITY RELATIONSHIPS

Establish new connections for relationship-building and networking.

### Pre-Meeting Objectives

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### Contacts To Meet Objectives

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Before Meeting



After Meeting



### Next Steps

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### Outcomes

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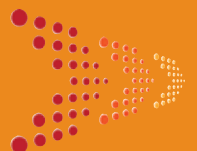
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# ROI PLANNER

NEW CONNECTIONS

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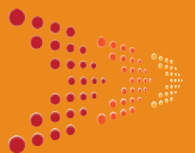
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# ROI PLANNER

HOW DOES IT ALL ADD UP?

Weigh your expenses against the value of your outcomes and determine if IAAP is the right investment for you.

## Professional Investment Calculator

Registration Fee \$\_\_\_\_\_

Est. Transportation Costs (Airfare, shuttle, taxi, etc.) \$\_\_\_\_\_

Est. Hotel Costs  $\$ \frac{\text{_____}}{\text{(Daily Rate)}} \times \frac{\text{_____}}{\text{(# of Nights)}} = \$ \text{_____}$

Est. Meals  $\$ \frac{\text{_____}}{\text{(Corp. Per Diem)}} \times \frac{\text{_____}}{\text{(# of Days)}} = \$ \text{_____}$

Total Cost To Attend IAAP Meeting \$\_\_\_\_\_

## Past ROI Comments From Attendees:

“In order for me to stay effective in my job, I have to understand the major trends that impact my organization.”

“I learned problem solving: the practice of separating the symptoms from the problems. I also learned risk management; when taking a risk, look for the opportunity.”

“Office 2007 and the interactive website offered by Microsoft— I was able to assist others in our office since we just upgraded to 2007.”

## Total Return

The value you receive from the knowledge and connections you make by attending IAAP meetings will pay off immediately back at the office and for many years ahead as your new ideas are implemented and relationships continue to flourish.

### Smart Idea

Multiply your total return by the number of teammates with whom you can share your knowledge and connections.

