#### Strategic Conferencing

#### **AMA Sheth Foundation Doctoral Consortium**

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#### Your Ideas?





University of Missouri Trulaske College of Business

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### **Golden Rules of Conference Success**



- Do Stay Awake
- Don't Get Drunk
- Do Meet New People
- Don't Hide in Your Room
- Do Try to Appear Personable
  & Moderately Intelligent
- Don't Say or Do Anything Really Stupid or Offensive
- Have Fun



# Strategic Conferencing

- Prioritize Desired Conferences
- Advance Preparation Checklist
- Specific Conference Objectives
- On Stage at the Conference
- Post-Conference Follow Up





#### **Prioritize Desired Conferences**

- Importance & Prestige
- Attendee Quality
- Relevance to Research Focus
- Opportunity to be on Program
- Session Quality
- Cost & Proximity

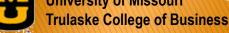




### **Advance Preparation Checklist**



- Seek Potential Involvement
  - Submissions, special sessions, SIGs, reviewing, other on-program roles
- Explore Add-On Opportunities
  - Pre/post events, co-scheduled events, campus visits/presentations, research collaborations or explorations
- Make Travel Plans Early
  - Conference hotel, travel, expect to
    - invest evenings, restaurant plans?



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# **Outline Specific Objectives**





- Invest to Make Positive Impression
  - Suitable clothes, presentation content and design, presentation remote, be able to recognize key people you cite

#### Networking Goals

- People to find research leaders, potential matchmakers & mentors, young scholars, people you've met
- Tactics "outer orbit" of stars, tag along with matchmakers & networkers, request introductions

# Show Time! On Stage . . . Always

- Formal duties
- Informal roles & actions
- Social events
- Dining groups
- In the bar, lobby, elevator
- If there's a fire alarm in the middle of the night . . .





#### **Evaluate Others' Performance**

Prepare to Identify . . .

- The big
- THE GOOD

THE BAD

THE UGLY



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# Post-Conference Follow Up

- Provide requested paper, presentation, information
- Simple thank you for special help or consideration
- Contact potential research collaborators
- Think about & make notes on:
  - New ideas
  - "The Good, The Bad & The Ugly"





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