



ICCA ROI Workbook



Personal ROI Handbook

These charts are one way in which delegates can create a personal record of the total value they obtain from attending an event. The model can also be integrated or adapted into delegates' own corporate reporting formats. They can be printed out prior to attending the event and used for writing structured notes and follow-up action points. Delegates can also create a totally different ROI reporting model to suit their individual business requirements. The one thing we encourage every single delegate to do is to actually write down their objectives and to keep a record somehow, somewhere, of their action points and ROI, whether or not they make use of these resources and suggested structure!

Please refer back to the main Personal ROI Handbook to see the many possible objectives that fall under the following headings:

- Knowledge & skills
- Strategic thinking
- Sales & marketing
- Business relationships
- ICCA-specific objectives

Examples of how you might fill in the chart:

Objectives/issues/challenges	Session/ideas/speakers/notes	Action/follow up	Results/success/value/savings
Improve communication skills for networking and meeting new or prospective clients	<ol style="list-style-type: none"> 1. identify sessions aimed at improving communication / networking skills. 2. Identify someone who is good at networking and ask for useful tips. 	<ol style="list-style-type: none"> 1. Attend the sessions and actively participate. 2. Practice new skills during the social functions. 3. Maintain contact with networking "mentor". 	Fill in after next business function / trade show where new skills have been utilised.
Identify assistance with bid for congress 'abc'	<ol style="list-style-type: none"> 1. Met XX at Business Exchange 2. YY hosted this last year 	<ol style="list-style-type: none"> 1. Contact XX's boss 2. Ask YY's advice re bid 	Fill in if bid succeeds / fails - what went well? What can be improved on?
Improve skills in working with ICCA's Association Database	<ol style="list-style-type: none"> 1. Attend an ICCA Data Workshop. 2. Arrange a one-on-one ICCA Data session with an ICCA Researcher for more personal advice. 	<ol style="list-style-type: none"> 1. Put training into action in the office to find more potential clients. 2. Stay in contact with the ICCA Researchers and ask for help when needed. 	Have skills improved? Are you benefitting from better research skills? More business? Better leads?
Bidding	<ol style="list-style-type: none"> 1. identify sessions on bidding. 2. Identify "experts" in bidding. 	<ol style="list-style-type: none"> 1. Actively participate in the sessions. Read ICCA's publication on Association Bidding. 2. Arrange consultancy appointment with expert. 	Monitor if more bids are being won as a result of education and advice.

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