CONFERENCE 101

How to Win at UMA!
WHAT ARE YOUR GOALS?

Write them down...

**Personal & Professional**

Professional isn’t a paygrade, but a standard of practice

What will make this conference worth it for **YOU** (consider content AND connections)

**Immediate Needs**

What does your museum need ASAP

Questions and troubleshooting

Anything you need within the next twelve months

**Someday Needs**

Pie in the Sky

After the next year

Anything you need to build toward
MAKE A PLAN!

**Be Strategic**

Review your questions and match against the program

Pay attention to who is on the panel (ask if you need help identifying helpful people)

Focus on areas that address your roles and objectives

**Divide and Conquer**

Coordinate with colleagues to cover more ground, then discuss ideas later

Take the time to TALK TO PEOPLE (presenters, other attendees, etc.)

Go to as many things as possible!
LET’S MAKE A PLAN!

1. Look at the program book and think about what you want to do. Circle sessions you want to attend (presenters to meet).

2. Extra credit for talking to your neighbor about your plan.
WHAT TO DO IN A SESSION

1. Take notes - No Brainer
   • Write down ideas such as programming examples, resources (websites), and presenter names
   • Vendors and supplies

2. Participate
   • ASK QUESTIONS (there are no dumb questions!)
   • Participate in the group activities

3. Talk to the presenters
   • They are there NOW and the info is fresh

4. Keep a To-Do/Inspiration List
   • Make this easy on yourself
   • Use this to share with others AND create an action list
NETWORKING

**FIND**
- FIND a buddy in your session
  - Talk about what you learned and brainstorm ideas

**SHARE**
- Share contact information/cards/emails

**SIT**
- Sit with different people during sessions, meals, events
  - Talk about what you learned and brainstorm ideas
TALK TO SOMEONE NEW

Example
Hi, MY name is....
I work/volunteer at...
Let me tell what’s cool about my organization...

For the Introverts in the Room
Hi, MY name is...
Nice to meet you, what organization are you from?
Tell me about it...
**DO**

- Follow-up on plans you made
- Tackle that to-do list/set goals/action plans/rule the world
- Ask for clarification on ideas from folks you met
- Talk to your staff/board/volunteers
- Become the trainer
- Compare YOU to YOU

**DON’T**

- Turn off your museum brain
- Put your notes on the shelf/in a file/in a document
- Stay silent
- Tell yourself “we could never do that here”
- Get discouraged