



## Conference Tips for Image Pros by Brenda

1. Impress clients back home with your personal touch. Pick out three postcards from the hotel gift shop, address them to key clients and mail them from the hotel. They'll be impressed that you're getting further education and happy that you thought of them. Remember, ***it's easier to keep clients than to get clients.***
2. Gather up all your receipts and put them in a hotel envelope and write "Receipts" on the front of it. It's **so much easier** to sort it out here rather than leaving it in a pile and then having to face it once you get home. Don't forget to add in the cash tips you gave the bellman. Your bookkeeper will be thrilled.
3. Hopefully you'll have blocked out a free day when you get home. Within 72 hours of being back home, go through your notes. Pull out the things you're inspired to do. **Start your list of new projects and next steps.**
4. Call a friend, partner or neighbor. Take that person out to coffee and tell them the high points of conference. **When you share your experiences with someone else**, you'll hear what was relevant and important to you. Your friend can give you feedback. This is a shortcut for maximizing the value of conference.
5. Input your contacts. Whether you use a data program on your computer, an app on your smart phone or just have a file folder that has "Contacts" written on it, make sure they get into the right place.
6. Keep a running list of the things you've promised to other colleagues. Gather up any promises you made and pick an hour in your week to fulfill them. The people you meet at conference may be the ones you **collaborate with** or bounce ideas off of for years to come. The more you get involved with AICI folks, the more successful you will be.
7. Go for walks in nature. You've been in conference rooms for days and it's important to give your body a chance to recover. Carry a pen and paper with you on the walk, however, because that's where your best ideas may show up!
8. Pat yourself on the back! You survived. In fact, **you thrived!** Your wardrobe worked or you learned what to pack next time. You met great people. You learned new things. You have fresh plans in place. Congrats!

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