



# Meetings That Pay-off: Maximizing Return On Attendance (ROA)

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## **Content Leaders:**

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## Meetings That Pay-Off

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Watch your words...ROI will mean specific things to many who hear it. ROA is our term to focus attention on measuring what attendees get out of event participation.

### Thinking ROA

Incorporate \_\_\_\_\_ into all your meetings

Invest in \_\_\_\_\_ for \_\_\_\_\_

Coach your \_\_\_\_\_

Create \_\_\_\_\_

Institutionalize your \_\_\_\_\_

### Basic ROA has 3 Elements

1. Idea Generating and Collecting
2. Idea Evaluating
3. Accountability Planning

Help your members implement the Great Ideas they learned at your current meeting and they'll be eager to participate in your next event!





# Sifting Through Potential Action Items

As a result of your NSA educational experience, you gathered a myriad of ideas to implement within your professional speaking business. Given your unique situation, analyze each of your opportunities using the following factors. After completing the matrix, circle your top three best opportunities for your business over the next six months to a year.

**Competencies:** Expertise, Eloquence, Enterprise, Ethics.

**Prerequisite:** Identify things you need to have in place in order to move on to this idea.

**The Best Possible Result:** Write down what you think is possible if you could take full advantage of the idea.

**Pay-Off:** Identify the best possible financial result in dollars.

**Talents Required:** Identify the critical talents and abilities you (and others) will need to take advantage of the idea.

**Resources:** What additional resources will you need to implement the idea?

**Speed:** How quickly can you achieve your best result from this idea?

Idea	Competencies	Prerequisite	Best Result	Pay-off (\$)	Talents	Resources	Speed
1							
2							
3							
4							
5							
6							
7							
8							



# Sifting Through Potential Action Items

## Example:

Idea	Competency	Prerequisite	Best Result	Pay-off (\$)	Talents	Resources	Speed
1. Use new printing shop	Enterprise	none	Higher quality Design capability	\$500 savings	Interface with printer No need for design	Time - Invest in relationship	1 month
2. New Back of Room Sales Strategy	Enterprise	none	6 months increased product sales	\$2,000	Sales Tact!	• New BOR sales brochure • New product display • \$250 brochure printing	1 month
3. Target upstream clients	Enterprise	none	Increase fee by \$2,500	\$7,500	Persistence YPO Connections	Schmoozing money and time	6 months
4. Improve storytelling skills	Eloquence	Create a list of Stories currently telling	enhanced reputation as a speaker	Increase fees by \$1,000	• Better listener for dialogue • Creative thinking	• Past NSA recordings on storytelling • Opportunities to practice	1 year program

## What about forming an accountability team to help you get things done?

We asked CSP Susan Friedmann to explain the value of the accountability team she joined after an NSA learning event.

“At the recent 2006 NSA University-Tucson, participants of the Information Marketing Major were asked to divide into groups of four to six people. The purpose was to define a project each participant was interested in pursuing over the next few months. Our group decided to take it a step further and created an accountability team to see the project through to completion. Our commitment was to meet via a teleconference every three to four weeks to update our progress, discuss ideas and keep our projects on track.

Our group consisted of four people, Ric Giardina, Susan Sabo, Will Turner and me. At our initial meeting in Tucson, we each committed to a project based on what we learned at NSA University. Our projects ranged from magalogs to new products. In the six months following NSA University, we have had four teleconferences. During each we have challenged one another, created and shared ideas, shared resources and supported each other with complete honesty. Despite the fact that we are all very busy with our speaking engagements, knowing that we are accountable to each other keeps us focused. The calls force us to keep the momentum of our projects going, and we haven't lost sight of what we committed to work on.

As a group, we feel that what's most important about an accountability team is that it has helped us stay focused and accountable. It is also extremely helpful to have the support, encouragement and insights from a group of professional colleagues. We would all recommend you find an accountability partner or form an accountability team and increase your return on investment!”

Thanks to Susan and her team for sharing their success.



# NSA, Learning Goals and ROI

*Going to an NSA meeting? Just what is it you want to get out of it?*

It happens to all of us. Six months after an NSA Convention, Lab, Workshop or University, we find the notes from that event and start to recall all the things we learned, said we were going to implement—and didn't!

There is a simple key to controlling all the information and opportunities you find at any NSA event. You simply need to hold yourself accountable for the return on your investment. Spending time in reflective thinking about what you most need to work on provides you a focal point for before, during and most especially, after the event. This new NSA ROI Flyer and the NSA: Learning, Action and ROI card have been designed to help you through this process.

## Before

Having specific learning goals for any NSA event is a great beginning.

If you know in advance what it is you want to learn, what knowledge or skills you need to develop, then when it appears on an agenda or in a program, your ears will perk up and you'll know that session is just for you. Other ideas will pop up of course, but you can relegate them to the back burner and not let them distract you from your priorities.

But you might be thinking of a different type of goal, one that involves people, relationships or networking. Who do you need to talk with, contact for more information or pick the brain of? Relationship goals are just as important and valid as learning goals.

## During

Good ideas pop up at the strangest times: during a session, a casual hallway conversation or in the middle of a daydream. No matter where or when an idea strikes, write it down. Memories may be good, yet short, and many great ideas have been lost when memory alone is deemed reliable.

Keep a special list of your "best of the best" ideas. These are the ones that are most likely to provide a payoff after the session is over. Having them in one place will make your evaluation process more efficient.

## After

Before you leave the meeting (maybe during the plane ride home), schedule a quiet time with your notes. Review all the ideas you could do and look for the ones that are most likely to provide a significant payoff and are doable with your current resources. These are the ideas you can use to measure your ROI. Now get to work and refine and implement those ideas. You'll probably do better if you find a partner and agree to keep each other accountable for action.

## Determining Your ROI

When your ideas have been implemented and you can identify the benefits they're providing, it's time to calculate your ROI. First, determine the investment you made in order to attend the meeting. Then, identify the dollar benefits you've received from the things you've done as a result of the meeting. Finally apply the math.

For example:

	<u>Total Benefit - Total Cost</u>	= ROI %
	<u>Total Cost x 100</u>	
Costs for attending the meeting . . . . .	\$ 2,000	
Total Benefits from ideas implemented . . . . .	\$10,000	
3 Bookings at \$2,500.00 fee increase . . . . .	\$ 7,500	
6 months of increased product sales. . . . .	\$ 2,000	
Savings on printing with new vendor . . . . .	\$ 500	
<b>\$10,000 - \$2,000 = \$8,000 ÷ \$2,000 = 4 X 100 = 400% ROI</b>		

What ROI, you might ask, is good? There is no such thing as good or bad ROI – obviously the higher the return, the more valuable the investment. It's easy to see if you invest dollars in an NSA meeting and don't follow through on the ideas you get there, your ROI won't make you, or your accountant, happy.

So before you attend an NSA event, take a few minutes and think about what you want to learn or know, and who you want to talk with during the meeting. Keep track of the ideas you discover. Evaluate your actions. Find an implementation partner. You'll return to your office more focused and ready to implement precise strategies that will increase your ROI.

*Thanks to Annette Dubrouillet; Michael Lee, CSP; and Chris Clarke-Epstein, CSP*

**Priority Action Items**

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Resources Needed \_\_\_\_\_  
 \_\_\_\_\_  
 Completion Date \_\_\_\_\_  
 \_\_\_\_\_
  
2. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Resources Needed \_\_\_\_\_  
 \_\_\_\_\_  
 Completion Date \_\_\_\_\_  
 \_\_\_\_\_
  
3. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Resources Needed \_\_\_\_\_  
 \_\_\_\_\_  
 Completion Date \_\_\_\_\_  
 \_\_\_\_\_

**Return on Attendance Calculation**

Total Benefit \$ \_\_\_\_\_  
 - Total Cost \$ \_\_\_\_\_  
 ÷ Total Cost \$ \_\_\_\_\_  
 X 100 \_\_\_\_\_ % ROA

The higher your ROA, the more valuable your investment.

**NSA: Learning, Action and ROA**

Name: \_\_\_\_\_

Program: \_\_\_\_\_

Date: \_\_\_\_\_

NSA's Professional Development Council has designed this card to help you prepare for, work during, and follow-up after an NSA meeting. By thinking over and completing the sections of this card, you will be positioning yourself for a higher Return On your Attendance. Having specific goals for what you want to learn will help focus your time and energy at any NSA event. Other ideas will pop up and you can make note of them, but you can remain focused on what is most important. You will return to your office ready to implement precise strategies that will increase your ROA.

**BEFORE THE MEETING**

Having specific goals for what you want to learn and what relationships you want to cultivate will help focus...

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
2. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
3. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



