

# CCA 2018 BEST PRACTICES

Congratulations! You're signed up for CCA's 2018 Annual Convention! Now what?

Some of you may be a CCA conference expert and know how to schedule your educational sessions, maneuver through networking events and sell your products, but if you're new to CCA, or are looking for a few refreshers, we've got you covered on how best to prepare for the upcoming show.



# BEFORE CCA 2018

## Create a Game Plan

The easiest way to waste your money is to attend a conference without proper preparation. Sit down a week or two before and formulate a game plan:

1. What do I want to accomplish at CCA 2018?
2. Who do I want to meet?
3. What do I want to learn?

## Prepare! Prepare! Prepare!

Omni ChampionsGate is the official hotel for #CCA2018. Become acquainted with the [hotel](#) before you arrive. While CCA provides directional signs, you don't want to waste time getting lost in the venue while events are taking place.

1. Look over the [Schedule of Events](#).
  - a) Circle all educational events, speakers, or exhibit booths you definitely want to see. This will give you a skeleton layout for each day at the show.
2. Outline the Exhibit Hall hours.
  - a) CCA's shows boast the most carrier individuals and C-Level executives walking the exhibit hall floor, so time in the exhibit hall is not something you want to miss. Plan meetings on the show floor, grab lunch there, and stay for drinks during the happy hour events. These are great, casual ways to make contacts and see products that might be on your radar.

# BEFORE CCA 2018

## Prepare! Prepare! Prepare! Cont.

3. Book through CCA's hotel link.
  - a) If you book through CCA's website, you're ensured a room in Omni ChampionsGate. This means you'll save time traveling to the event and be able to focus more on important aspects at the show.
  
4. Learn the [eateries, restaurants, and bars](#) near Omni ChampionsGate.
  - a) #CCA2018 attendees often gather in these spaces and you may find off-the-cusp networking opportunities here. You never know where you'll run into your next business lead!
  
5. Read CCA's *Know Before You Go Emails*
  - a) These emails are chock full of important logistics and will make your planning and preparation easier for the show!

# BEFORE CCA 2018

## Meet other Attendees:

Don't wait until you arrive onsite to line up business prospects. Learn who will be at the show before you step onsite! By setting up meetings prior the show, you'll ensure your prospects full, undivided attention.

1. Check out CCA's Sponsor & Exhibitor List.
  - a) By knowing the companies participating and supporting #CCA2018, you'll know who will be attending. Make a list of the companies you want to meet.
2. Follow CCA on social media.
  - a) Check out CCA on Facebook, Twitter, Instagram or LinkedIn to see who is liking, reacting, and interacting with show posts. Reaching out to fellow attendees on social media is an easy way to make a pre-show connection. Search #CCA2018 for the latest updates.
3. Become an exhibitor or sponsor.
  - a) #CCA2018 exhibitors and sponsors are given access to the attendee list twice prior to the show. If you want a full run-down of attendees along with contact information, spending a little more money for a sponsorship or exhibit booth is well worth the investment. Contact [Maggie Belnap](#) for more information.
4. Check out CCA's membership opportunities.
  - a) CCA members have access to the online membership directory. If you're looking for year-round connections, joining CCA is a great place to start. Contact [Suzanne Hord](#) for more information.

# ONSITE

Once you're onsite things are overwhelming. Here are a few helpful pointers to be successful once you touch down:

1. Bring your QR Code to Registration:
  - a) If you're already registered, you will receive an email with a QR code a few days prior to show time. For easiest check-in, show your QR code at registration and your badge will print. This easy step will save you time at the registration lines.
  - b) Forgot your QR code? No problem. CCA staff will be there to assist you, but please be aware it may take a few moments longer.
  
2. Split Up:
  - a) If you're attending with co-workers, try going to separate educational sessions. While it's tempting to stay with those you know, your company will benefit from hearing the most about the entire conference, not just one particular topic. You'll also expand your presence at the show if you and your co-workers divide and conquer.
  
3. Check in with old Friends:
  - a) Don't ignore your current customers! Although you may communicate regularly, reinforce your commitment to them by catching up for a few moments outside a session, during an exhibit hall happy hour, or at CCA's Welcome Reception. Who knows, your check-in might boost business!

# ONSITE

## 4. Follow up with Business Leads:

- a) Remember all those meetings you set up weeks before the show? Don't miss them! Conferences are draining. Don't cancel on a potential partner just because you're tired.

## 5. Download CCA's Event App:

- a) In the digital age, many conference conversations happen online. View the most up-to-date agenda, receive text reminders, and learn more about a company or speaker all from the palm of your hand. Make sure to download CCA's event app and follow us on social media so you can join the larger conversation!

## 6. Regroup at Night:

- a) Whether you're attending the conference solo or with co-workers, it's always a good idea to sit down at the end of each day and organize what happened. Create a list of people you met, information you recorded, and items you need to follow up on. Conferences throw a lot of information at you and you don't want to waste any of it!

# POST CCA 2018

After #CCA2018 you'll probably need a nap – a long one! But don't waste too much time decompressing. The immediate days and weeks after the show are imperative to your overall success. Make sure to follow up on business leads and take what you learned back to your company.

1. Go through your Email:
  - a) Make sure you're up-to-date with what happened while you were out of the office. You gave out a lot of business cards, and you don't want anything to slip through the cracks.
2. Follow Up with Leads:
  - a) You put in the face-to-face time with your leads – make sure to follow-up so you stay relevant in their day-to-day lives. Try setting up a call or agenda.
3. Train:
  - a) Don't let all the information you just learned go to waste. Teach and train your co-workers on the items you learned and bring the practices back to your company.
4. Sign up for CCA's 2019 Mobile Carriers Show!
  - a) With one successful show under your belt, you'll see why CCA's events are not to be missed. Make plans to join CCA's next show, the 2019 Mobile Carriers Show April 8 – 10 in Denver, CO. Registration will open late fall.