



Attendee ROI Toolkit

Charting the Future of Damage Prevention Starts with You

Justify Your Attendance

- ☐ What is the total cost of attending? (Registration, hotel, travel, per diem)
- ☐ What exclusive value does CGA offer? (Access to cross-industry collaboration, forward-thinking sessions, national utility leaders)
- ☐ Who will be there? (Potential partners, clients, technology providers, and regulatory influencers)
- ☐ What business challenges can you address by attending? (Relevant sessions, speakers, exhibitors, or technologies)
- ☐ What sets this event apart from others? (National focus, stakeholder diversity, actionable takeaways, strategic networking)
- ☐ What are your goals for attending? (Define measurable outcomes: solutions identified, partnerships formed, ideas gathered)

Pre-Conference Planning: Map Your Experience

- ☐ What are 2–3 problems you're looking to solve?
- ☐ Which sessions or speakers align with your goals?
- ☐ Who do you want to meet? (Peers, experts, exhibitors)
- ☐ What questions do you want answered?
- ☐ What new experiences will you seek out?

During the Event: Reflect & Realign

- ☐ What are your top takeaways each day?
- ☐ What new ideas or partnerships have emerged?
- ☐ Are you on track with your learning goals? If not, adjust!
- ☐ What surprised you or shifted your perspective?

Post-Event: Report the ROI

- ☐ What tangible tools, insights, or contacts are you bringing back?
- ☐ How will you apply what you've learned in your organization?
- ☐ Who do you need to follow up with?
- ☐ What was your biggest "aha" moment?
- ☐ How did attending this conference help chart the future for your team or organization?