

# Cap your conference with a post-con

Your big conference went off without a hitch. In fact, it went so smoothly, your boss might not realize how well you handled everything. How can you highlight those planning and organizational skills?

Write a post-conference report to showcase your professionalism and to document your work for future events.

Before starting, ask yourself: Who is likely to read it? Knowing who reads it helps you determine when to delve into detail and when to keep things simple. Develop an outline using this framework:

**Roles and responsibilities of the meeting planner(s).** Here's your chance to showcase your abilities. Include any timelines or checklists.

**Agenda.** Summarize the conference's theme and the program. Attach a detailed agenda in the appendix.

**Demographic analysis.** Answer any questions the reader may consider important. *Examples:* Did the number of attendees increase or decrease? Why? Where did they come from? Did you track minority participation? How did attendees hear about the conference?

**Evaluations from attendees.** If you gathered evaluations for speakers, workshops, receptions, vendors or meals, summarize them here.

**Vendor and supplier issues.** List any issues that came up when negotiating with third parties. Next time you're considering whether to work with a particular property or vendor, this information may come in handy.

**Crisis-management plan.** If you had an "in-case-of-emergency" plan, refer to it here. Attach the plan in the appendix.

**Publicity and press.** Did you produce any publicity materials? Did the press mention your conference? List the reporters who attended.

**Budget report.** Begin with a summary of the budget strategy, followed by a detailed spending and savings account.

**Executive summary.** This summarizes the entire report, the conference's purpose and the major goals achieved. Write it last. Often, executives read only this section.

*Tip:* Choose a format your readers prefer, whether it's a long document with appendices and color charts, or a five-minute PowerPoint presentation. That increases the odds that people will read it.