The 2017 MHCA Annual Meeting is your opportunity to gain access to the expertise, contacts, and strategies that are influencing and progressing the home care industry.

To make the most of your experience, and to help provide tangible value of your attendance, use this return on investment (ROI) worksheet to set goals and clearly define objectives so you can easily parallel your organization's investment with all the ways you and your organization will benefit.

JUSTIFICATION DASHBOARD FOR YOUR SUPERVISOR

Complete the following form to give to your direct manager/supervisor.

**What is the cost of you attending event?**

*Registration, Hotel and Travel, etc.*

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**Who is going to be there?**

*What relationships will you gain? Is there business you can close?*

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**Are there clients or influencers who will be there?**

*What differentiates this event? What are you getting here that you can't get somewhere else?*

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**What answers can I find here for problems our organization is trying to solve?**

*List session names, speakers, exhibitors, etc.*

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**Are there any testimonials from people who have attended in the past?**

*Check out #MHCAAnnualMeeting on social media to see what people said about why they attend the MHCA Annual Meeting and Expo.*

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**How will you value the experience of this event?**

*The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet, and so forth*

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FOR THE REGISTERED ATTENDEE: PRE-EVENT

We appreciate the investment you are making to travel to the event and we want to help you make the most of your time. Let us help you set your mindset and calibrate your expectations for the event. Take a moment to use this tool to help map out the experience you want to have at the 2017 MHCA Annual Meeting. Make this event your own and build your own story for the event

**What problems am I trying to solve?**

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**What three learning opportunities can I find or create** (a session, a speaker, a person to meet, an exhibitor, other)**?**

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**Who can I partner with to find solutions** (other attendees/exhibitors)**?**

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**Here are three questions that I will ask during this event.**

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**What new experience will I seek out at this event?**

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**Are there any other opportunities in the same city that I can leverage at this event** (site visits, client/vendor meetings, cost savings by combining trip, and so on)?

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