

Strategic Conferencing

AMA Sheth Foundation Doctoral Consortium

Northwestern University, Evanston IL – June 27, 2014

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Your Ideas?



Golden Rules of Conference Success



- Do Stay Awake
- Don't Get Drunk
- Do Meet New People
- Don't Hide in Your Room
- Do Try to Appear Personable & Moderately Intelligent
- Don't Say or Do Anything Really Stupid or Offensive
- Have Fun

Strategic Conferencing

- Prioritize Desired Conferences
- Advance Preparation Checklist
- Specific Conference Objectives
- On Stage at the Conference
- Post-Conference Follow Up



Prioritize Desired Conferences

- Importance & Prestige
- Attendee Quality
- Relevance to Research Focus
- Opportunity to be on Program
- Session Quality
- Cost & Proximity



Advance Preparation Checklist



- Seek Potential Involvement
 - Submissions, special sessions, SIGs, reviewing, other on-program roles
- Explore Add-On Opportunities
 - Pre/post events, co-scheduled events, campus visits/presentations, research collaborations or explorations
- Make Travel Plans Early
 - Conference hotel, travel, expect to invest evenings, restaurant plans?



Outline Specific Objectives



- Invest to Make Positive Impression
 - Suitable clothes, presentation content and design, presentation remote, be able to recognize key people you cite
- Networking Goals
 - People to find – research leaders, potential matchmakers & mentors, young scholars, people you've met
 - Tactics – “outer orbit” of stars, tag along with matchmakers & networkers, request introductions



Show Time! On Stage . . . Always

- Formal duties
- Informal roles & actions
- Social events
- Dining groups
- In the bar, lobby, elevator
- If there's a fire alarm in the middle of the night . . .



Evaluate Others' Performance

Prepare to Identify . . .

- THE GOOD
- THE BAD
- THE UGLY



Post-Conference Follow Up

- Provide requested paper, presentation, information
- Simple thank you for special help or consideration
- Contact potential research collaborators
- Think about & make notes on:
 - New ideas
 - “The Good, The Bad & The Ugly”



**And
Have
Fun!**

Thank You!



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