

Creating Your Conference Strategy

The students who gain the most from the conference are intentional about how they spend their time. **Use this guide to plan ahead so you can learn, explore, and most the most of every session.**

1 START WITH YOUR GOAL



What do you hope to gain from this conference? Choose your top 2-3 goals.

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| ☐ Explore career paths or industries I'm curious about | ☐ Build relationships with recruiters/potential mentors |
| ☐ Discover roles I didn't know existed | ☐ Gain clarity on my next career step |
| ☐ Learn what skills employers value in my target roles | ☐ Identify skills or experiences that I need to develop |
| ☐ Build confidence in starting networking conversations | ☐ Leave with at least one new connection or next step |
| ☐ Meet professionals and start building my network | ☐ Explore volunteering or mentorship opportunities |

2 PRIORITIZE YOUR TIME



Based on your above goals, choose where you want to invest your time.



MUST ATTEND

Directly aligned with my goals

- Sessions that connect to my interests
- Employers/organizations I want to meet
- Speakers I'm excited to learn from
- A coaching clinic or activity that helps me with a specific career goal



CURIOS TO EXPLORE

Opportunities that expand my thinking

- A career or industry I'm unfamiliar with
- Hear a different career story/perspective
- Learn something outside my usual interests
- A conversation with an alumni about their career path



IF TIME ALLOWS

Great additions if time permits

- Attend an unrelated session that interests me
- Have more networking conversations
- Try an activity I didn't plan for
- Attend more career boost clinic sessions

3 PREPARE BEFORE YOUR ARRIVE



Set yourself up for success by preparing in advance.

1. EXPLORE THE CONFERENCE

- ☐ Review your specific conference agenda (ON, BC or online)
- ☐ Read descriptions for panels, booth, clinics and other events
- ☐ Identify the sessions and activities that align with your goals

2. REGISTER FOR EVENTS

- ☐ Register for your **Must Attend** events first
- ☐ Add **Curious to Explore** events if your schedule allows
- ☐ Check your calendar and schedule of the day to avoid conflicts

3. RESEARCH PEOPLE & ORGANIZATIONS

- ☐ Review speaker and panelist bios on conference landing page
- ☐ Look up speakers on LinkedIn to understand their background
- ☐ Research organizations' websites to understand their work, roles and opportunities

4. SAVE WHAT YOU'LL NEED

- ☐ Bookmark the conference landing page
- ☐ Save your registration confirmations and add it to your calendar
- ☐ Note event times, locations and links you'll need on the day



Remember: The goal isn't to be perfect, it's to be curious. Ask questions, make connections, and have fun! You never know which conversation might inspire your next step.

