

# ATTENDEE ROI TOOL KIT

## What's in your Toolkit:

- Expense and benefits worksheets.
- Sample conference value breakdown.
- Engagement activities.



DRJ FALL 2018

## REIMAGINING BUSINESS RESILIENCY

SEPTEMBER 23-26, 2018  
IN PHOENIX, AZ

[www.drj.com/fall2018](http://www.drj.com/fall2018)



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## REIMAGINING BUSINESS RESILIENCY

As the oldest business continuity resource in the U.S., DRJ has the **in-depth education and technology** to ensure you're equipped for today's disruptions and tomorrow's emerging threats.

The tools you gain at **DRJ's Fall 2018** can help you reduce downtime, increase safety, secure your data, and reduce your overall risk. You'll **save time and money** by learning how to prevent disruptions or respond swiftly when they occur.

**Complete this ROI Toolkit to see just how much you will benefit.**



# EXPENSE WORKSHEET

Calculate expenses associated with attending DRJ's Fall 2018 so you can weigh these costs against the benefits you'll receive by attending.

EXPENSE	DETAILS	COST
Registration Fee	Rate includes: - 6 keynote speakers - 4 full days of networking - 2 interactive workshops - 7 breakout tracks - 50+ exhibitors - 6 meals - 3+ refreshment breaks	\$1,195.00 through July 23, 2018 \$1,295.00 through August 23, 2018 \$1,395.00 through Sept. 23, 2018
Flight or other transportation		\$
Lodging	Special conference rate of \$229/night for a standard room at the JW Marriott Desert Ridge Resort & Spa	\$
Airport transfer or rental car	Free airport shuttle to/from JW Marriott Desert Ridge Resort & Spa	\$
Mileage reimbursement	Multiply the number of miles driven by 54 cents/mile	\$
Parking fees	Airport, hotel, or conference venue parking	\$
Food per diem	Calculate based on your organization's reimbursement policy. Note: Six meals are included with registration.	\$
<b>TOTAL:</b>		<b>\$</b>

# BENEFITS WORKSHEET

Complete this worksheet to discover the value of attending DRJ's Fall 2018.

CONNECTIONS	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Who will I meet with at the conference?		\$
Are there relationships I can initiate or cultivate?		\$
Is there business I can close?		\$

CHALLENGES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
What resources does this event provide that will solve my challenges?		\$
How much would I spend on these solutions (trainings, consultation, information products, etc.) from other sources?		\$
How much will my company save if I can recover from a disruption more quickly? (Consider cost per minute, hour, or day of downtime.)		\$
How much will my company save if I can prevent a disruption event from occurring altogether? (Consider average cost per incident.)		\$

OPPORTUNITIES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Does the conference offer discounts I plan to take advantage of? List approximate savings.		\$
Are there other opportunities in the conference city I can leverage while there? (ex: site visits, client meetings, etc.)		\$
What resources does this event offer that I can't get anywhere else?		\$

**TOTAL: \$**

# SAMPLE WORKSHEET

In 2-3 sentences, summarize the key benefits of attending.

Calculate the total value of any items you've assigned a dollar value to.

**TOTAL: \$**

Compare your key benefits statements and the total dollar value on this worksheet to the expenses you outlined in the Expense Worksheet. Are you starting to see the real value of DRJ's Fall 2018? Let's keep going!

**Here's a sample conference value breakdown**

What is the financial incentive of attending DRJ's Fall 2018?

SAMPLE		
Included with registration		
2 interactive workshops	Similar sessions might cost \$500 x 2=\$1000	\$1000
7 breakout tracks	Similar sessions might cost \$500 x 2=\$1000	\$1000
6 keynote sessions	Face time with these luminaries might cost \$300/hr x 6 hours = \$1800	\$1800
6 meals and 3 beverage breaks	<b>\$20/meal, \$10/beverage</b>	\$150
Insights to respond swiftly to disruptions	Average cost of downtime is \$7,900 PER MINUTE.* If DRJ helps you respond even 2 minutes faster: \$7900x2=\$15,800	\$15,800
<b>VALUE OF DRJ'S FALL 2018</b>		<b>\$20,500</b>
<b>MEMBER COST</b> (insert total from page 2 Expense Worksheet)		<b>-\$3000</b>
<b>MEMBER BENEFIT</b>		<b>\$17,500</b>

\*According to Emerson and Ponemon's 2013 downtime assessment studies.

# ENGAGEMENT ACTIVITIES

Activities to complete before, during, and after the event to maximize your conference ROI.

## PREPARE FOR THE DAY OF THE CONFERENCE

Maximize the value of DRJ's Fall 2018 by planning your approach ahead of the conference day.

What challenges am I trying to solve?

- 1.
- 2.

Who might I connect with to find solutions (colleagues, presenters, vendors, etc)?

- 1.
- 2.

What questions will I ask during the workshops and sessions

- 1.
- 2.
- 3.
- 4.

Looking at the conference agenda, I plan to take advantage of these opportunities in particular:

- 1.
- 2.
- 3.
- 4.

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE

Being an active participant while you are at the conference will ensure you get the most value for your time and money. Complete the following sections as your day progresses.

### Sunday Workshop

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Solutions Track

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:



# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### General Session 1

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### General Session 2

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### General Session 3

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Senior Advanced Session 1

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 1

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 2

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 3

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 4

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:



# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 5

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 6

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Breakout Track 7

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Workshop Track

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### General Session 4

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### General Session 5

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### General Session 6

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

# ENGAGEMENT ACTIVITIES

## DURING THE CONFERENCE CONTINUED

### Connections

Notable people I've met so far:

1.
2.
3.

Contributions I've made or questions I've asked:

1.
2.
3.



# ENGAGEMENT ACTIVITIES

## DEBRIEF AFTER THE CONFERENCE

Don't let the value of your conference experience end when you get back home. Take a few minutes to document the actual benefits you received by attending DRJ's Fall 2018.

Who are three new connections I made?

- 1.
- 2.
- 3.

What are three key takeaways from my experience?

- 1.
- 2.
- 3.

What tangible items am I bringing back with me (papers, software, sample products, etc)?

- 1.
- 2.
- 3.

What action steps do I plan to take as a result of my conference experience?

- 1.
- 2.
- 3.

What's my best story or favorite memory from DRJ's Fall 2018?



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DRJ's Fall 2018 agenda is packed with engaging, interactive, and purposeful sessions to give you the skills and tools you need to put business continuity into practice.



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