

Title:

Avoiding Seminar Dogs: How To Pick The Right Session To Attend

Word Count:

575

Summary:

My email is overflowing with seminar information about programs at upcoming trade shows. I'm l

Keywords:

seminar, conference, self-promotion, education, training, visibility, credibility, personal branding,

Article Body:

My email is overflowing with seminar information about programs at upcoming trade shows. I'm l

Almost every trade event now has a conference track that runs concurrently. These are usually

Look at your travel agenda and determine how much time you can set aside to attend a conference
companies. Are these the people you want to meet? Can you benefit from their expertise? It's e

Is the session presenting "fresh" material or trotting out some old "has been" that hasn't had
this "content" is worthy of your time or is it just a company "advertorial." In my opinion, mo

Can you access the information or material in any other way? I know in my case when I speak it
selection of presenters. If you can't attend a particular session, find out if it will be repe

See how long the session will be and at what time of day. Can you combine a session with your

If you have no reference point for any of the sessions, look to see who is a sponsor. Is it a

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