

why are you here?



how to get started

This Conference Navigator can help you to find more and better ideas at this conference.

what to do first!

- Put your name on the inside front cover.
- Assess why you are here and set some challenges on page 2.
- Review the contents on page 3 of the guide.
- See page 8 for a new way to take notes.
- Place your business card in the slots in the networking section.
- Go to the note section to record your ideas.
- Convert your best ideas into action.

Ed Bernacki believes that many good ideas already exist in our organisations but few have a process or strategy to nurture and harvest these ideas. He is an international speaker and writer on innovation. He helps organisations to create their own idea factories to solve problems and create opportunities. Email info@WowGreatIdea.com

This may sound like an odd question, but why are you really here?

We noticed that many conferences focus on speakers, facilities, and food. Rarely is there an equal focus on participants and their use of information. Copious notes are made that often get mislaid after the event. Even the great ideas get lost. We've created this guide to replace those pads of paper you get at most conferences with a system to capture your ideas and make them happen. Back to our original question — why are you here? Perhaps change this to a challenge. What are you here to create? Anything is possible when you focus on meeting your challenges.

consider

- ★ business challenges that will grow your business
- ★ personal challenges to learn new ways to be more innovative

Use this guide to enhance your skills. By doing so, you can meet your challenges and create opportunities for your business and personal success.

assess your

past conference participation

did you

Yes No

Make notes but never look at them again?

Collect business cards from people you can't remember?

Find a great idea and do nothing with it?

Spend most of your time with people you know?

If you have more "yes" answers than "no" answers, this guide can help you to become a more involved and effective conference participant.

define your conference challenges

business Set business challenges that will inspire you and grow your business when you meet them.

personal Set your personal challenges. Learn new ways to be more innovative on a day-to-day basis.