



## Make It Count

All good things eventually come to an end, but you can ensure that your participation and the benefits gained keep on growing.

Here are some things you can do following the conference:

1. **Complete the conference feedback request.** This is the way we can continue to grow and evolve to serving the needs of executive women leaders. There may be individuals you would like to see in the future or a speaker who deserves your recognition. SWB truly values your thoughts, feedback and suggestions and will ensure your voice is heard.
2. Immediately following the conference (perhaps on the airplane ride home), **write or dictate a concise summary of what happened** at the conference and how you will use the information you received and contacts you made to further the strategies of your organisation. It's important to write this one- or two-page summary quickly, while the information is fresh in your mind. Use the notes you took at the meeting to help you.
3. **Submit the summary to the person** who sponsored your attendance, thanking him or her for the opportunity.
4. The purpose of this summary is to make your next conference request even easier than the first. Once your executives understand that **you mean business** when you attend a conference, they'll be more likely to quickly approve your participation.
5. If the knowledge you gained might also be useful to others in your organization, SWB encourages you to **consider rewriting portions of your summary as a blog or Twitter post** that could be useful to your colleagues at work.
6. SWB is not just a conference it is an Alumni, a community of incredible business women with whom you can **stay connected** – via our social networking sites, quarterly e-zine SNV (Serious News & Views) or by emailing the committee members themselves. We want to know what you've been up to. We want to know what you think. So please do stay in touch.
7. **Spread the love** - SWB is for Serious Business Women no matter where they are on the ladder. If you're just starting out, are a senior executive or an established Chair of the Board, there is a place and role for you to play in the SWB community. So, if you know a woman who is serious about her career and business opportunities, make sure she is a member of the SWB community.