

NACE Experience Catering and Events Conference
July 21-23, 2024 | Denver, Colorado

Benefits Worksheet

Use this worksheet to help you quantify the value of the conference benefits. You can fill in the estimated value that each of these benefits will bring your company.

Salespeople work the same way. They don't let customers infer the value of what they are selling - they make that leap for them.

Sell your conference proposition!

Your Organization's Benefits	Specific Needs and the Conference Sessions and Training that Meet the Need	Estimated Value
Education/Training	<p>Two and a half days of general sessions and concurrent breakout sessions offer professional and personal training for all attendees</p> <p>Includes topics about sales and marketing, catering and beverage trends, event execution and design, human resources, technology, and business operations</p> <p>Checkout the conference agenda online for a complete list and description of all educational sessions</p>	
Networking Benefits	<p>This conference will allow attendees to network with other professionals and vendors in the industry</p> <p>Networking with the NACE community allows attendees to get ideas and help them solve challenges with others in similar positions but located in other markets</p> <p>Networking opportunities include all food functions, networking sessions and educational breakout sessions</p>	
Anticipated deals	Attendees have the opportunity to set up meetings in advance with potential customers via the event community and the app	
Teambuilding (if sending a big part of your group)	This conference will help create cohesion within the team, providing a forum for team members to discuss tools, technologies, and processes and how they will apply them to improve company sales information, profit opportunities, workflow, and processes	
Recognition	Opportunities to gain recognition for you and your company include speaking, leading a roundtable, or apply for an award in the NACE One Awards Program	
Solutions	NACE is a community of catering and event professionals and include a lot of individuals and companies who can provide services and solutions for your biggest challenges	
Other Company Benefits		
TOTAL		