



INDUSTRY REPUTATION

What it's about and how does this conference rank among its peers in the specific industry sector?

EXECUTIVE VISIBILITY

Will it allow deeper relationships with top opinion leaders and influencers through speaking?

TOPICS

Is it an appropriate venue to present as an expert in a field?

ATTENDEES

Quality and quantity. Who attends? Who speaks?

Are they high profile executives?

Is this crowd beneficial for building brand, relationships?

Is it too small, too large?

NETWORKING

Are there formal or informal networking opportunities?

Is there an app to connect to conference attendees and speakers, and stay connected after the conference?

MEDIA VISIBILITY

What has the past media coverage been - national, local, trade, top tier outlets?

Will there be good media opportunities/ interviews to take advantage of?

Do they provide media lists in advance?

Are the media allowed in every session, and to ask questions during Q&A?

FORMAT OF THE CONFERENCE

Panels, keynote speakers? Are there general sessions and/or breakout sessions?

COST

How expensive is it?

APPLICATION REQUIREMENTS

What has to happen to be considered as a speaker?

LOCATION

Where is it?

TIMING

When does the conference occur?