



# Pre-Event Planning Worksheet

You can't reach your goals on your own. You need **Connections, Education, and Resources.**  
Events offer all of these! Set event goals and set yourself up for success!

## Determine Your Event Mission

**What is your priority business goal?**

**What do you hope to gain from this event?**  
Personally:  
Professionally:

**Your Conference Mission**

**Your Conference Motto**

## Networking Priorities

Who do you want to meet?	Who do you need to meet?	Who would be nice to meet?

## Education Priorities

What do you want to see?	What do you need to see?	What else is of interest?

**Overall Conference Wins:**

Goal strategist Debra Eckerling, author of *Your Goal Guide: A Roadmap for Setting, Planning and Achieving Your Goals* and creator of *the D\*E\*B METHOD®*, specializes in Event Outcome Optimization. She helps individuals and teams come away from events with the resources, skills, and relationships they need to benefit their business.