**ESCA Summer Educational Conference Post-Event Report**

|  |  |  |
| --- | --- | --- |
| Attendee Name | |  |
| Attendee Title | |  |
| Department | |  |
| Event Summary | |  |
| Event URL | |  |
| Goals Met  *Identify what was brought back to the organization relevant to your business goals as payback for the conference investment* | | |
| 1. |  | |
| 2. |  | |
| 3. |  | |

**Cost Summary**

|  |  |  |
| --- | --- | --- |
|  | Budget | Actual |
| Registration Fee | $ | $ |
| Airfare | $ | $ |
| Transportation | $ | $ |
| Hotel | $ | $ |
| Meals | $ | $ |
| Total | $ | $ |

**Conference ROI**

*Please reference the session you attended and the notes you took on-site. Insert additional session fields as needed by copying and pasting the table.*

|  |  |
| --- | --- |
| Session Title |  |
| Session Presenter |  |
| Session Summary |  |
| Major Takeaways |  |
| Actionable Items |  |
| Session Title |  |
| Session Presenter |  |
| Session Summary |  |
| Major Takeaways |  |
| Actionable Items |  |
| Session Title |  |
| Session Presenter |  |
| Session Summary |  |
| Major Takeaways |  |
| Actionable Items |  |

**Networking ROI**

*Include contact information for all presenters, customers, exhibitors, and attendees that would be useful for your company to contact post-event to address your business priorities.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name |  | | Contact Details |  |
| Description | |  | | |
| Name |  | | Contact Details |  |
| Description | |  | | |
| Name |  | | Contact Details |  |
| Description | |  | | |
| Name |  | | Contact Details |  |
| Description | |  | | |
| Name | |  | | Contact Details |  |
| Description | | |  | | |
| Name | |  | | Contact Details |  |
| Description | | |  | | |

**Exhibitor ROI**

*List exhibitors that you spoke with on-site for post-event follow-up that align with our business priorities.*

|  |  |
| --- | --- |
| Exhibitor Name |  |
| Solution of Interest |  |
| Contact Name |  |
| Contact Information |  |
| Exhibitor Name |  |
| Solution of Interest |  |
| Contact Name |  |
| Contact Information |  |
| Exhibitor Name |  |
| Solution of Interest |  |
| Contact Name |  |
| Contact Information |  |
| Exhibitor Name |  |
| Solution of Interest |  |
| Contact Name |  |
| Contact Information |  |

**Summary**

*Outline the ROI you and your company gained from attending the ESCA Summer Educational Conference.*