



STAFFING WORLD®

SW23

ACCELERATE YOUR GROWTH  
CHARLOTTE, NC | OCT. 3–5

Join your peers at the year's  
largest gathering of the **STAFFING  
COMMUNITY.**

*staffingworld.net*  
**#StaffingWorld**

ATTENDEE

# ROI TOOL KIT

**WHAT'S IN YOUR TOOL KIT:**

Expense and benefits worksheets.

Sample conference value breakdown.

Engagement activities.



Join us in Charlotte, NC!

# ACCELERATE YOUR GROWTH

Staffing World brings together the staffing community to make connections, learn about new strategies, and get solutions that accelerate growth.

**Complete this ROI Tool Kit to see just  
how much you will benefit.**



**CHARLOTTE, NC | OCT. 3–5**

Calculate expenses associated with attending the Staffing World, which takes place at the Charlotte Convention Center, so you can weigh these costs against the benefits you'll receive by attending.

EXPENSE	DETAILS	COST
Registration fee	Rate includes: - 3 keynote speakers - 10+ hours of networking - 30+ interactive breakout sessions - industry roundtable and networking discussions - Expo hall and face time with vendors - 4 meals - 4 refreshment breaks	Thank You Rate for Staffing World 2022 Attendees Member: \$1,685 Nonmember: \$2,645  Staffing Professional Rates Member: \$2,085 Nonmember: \$3,145  Industry Supplier Rates Member: \$4,385 Nonmember: \$6,385  See more rate info at <a href="http://staffingworld.net">staffingworld.net</a> .
Flight or other transportation		\$
Lodging	Special conference rates at one of the five hotels in close proximity to the Charlotte Convention Center, starting at \$248/night.	\$
Airport transfer or rental car	Estimated fare to the hotel from Charlotte Douglas International Airport (CTL): \$25	\$
Mileage reimbursement	Multiply the number of miles driven by 65.5 cents/mile	\$
Parking fees	Airport, hotel, or conference venue parking	\$
Food per diem	Calculate based on your organization's reimbursement policy. Note: At least 4 meals are included with registration.	\$

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Complete this worksheet to discover the value of attending Staffing World

CONNECTIONS	DESCRIPTION	WHAT'S THE VALUE? (List \$ amount if known)
Who will I meet with at the conference?		\$
Are there relationships I can initiate or cultivate?		\$
Is there business I can close?		\$

CHALLENGES	DESCRIPTION	WHAT'S THE VALUE? (List \$ amount if known)
What resources does this event provide that will solve my challenges?		\$
How much would I spend on these solutions (trainings, consultation, information products, etc.) from other sources?		\$
How much will my company save if I can increase efficiency by implementing best practices?		\$
How much will my company profit if I can leverage new resources (i.e., staffing technologies) to improve my work?		\$

OPPORTUNITIES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Does the conference offer discounts I plan to take advantage of? List approximate savings.		\$
Are there other opportunities in the conference city I can leverage while there? (i.e., site visits, client meetings, etc.)		\$
What resources does this event offer that I can't get anywhere else?		\$

**TOTAL:** \$

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In 2-3 sentences, summarize the key benefits of attending.

Calculate the total value of any items you've assigned a dollar value to.

**TOTAL: \$**

Compare your key benefits statements and the total dollar value on this worksheet to the expenses you outlined in the Expense Worksheet. Are you starting to see the real value of the Staffing World? Let's keep going!

**Here's a sample conference value breakdown**

What is the financial incentive of attending the Staffing World?

SAMPLE	
30+ interactive breakout sessions	\$3,750
6 intensive workshops	\$2,100
1 DEIB masterclass	\$600
1 industry roundtable session	\$500
3 keynote sessions	\$1,500
4 meals and 4 refreshment breaks	\$285
<b>VALUE OF STAFFING WORLD</b>	<b>\$8,735</b>
<b>ATTENDEE COST (insert total from page 2 Expense Worksheet)</b>	<b>-\$4000</b>
<b>ATTENDEE BENEFIT \$</b>	

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Activities to complete before, during, and after the event to maximize your conference ROI.

## PREPARE FOR THE DAY OF THE CONFERENCE

Staffing World by planning your approach ahead of the conference.

What challenges am I trying to solve?

1.

2.

Who might I connect with to find solutions (colleagues, presenters, solutions providers, etc)?

1.

2.

What questions will I ask during the sessions?

1.

2.

3.

4.

Looking at the conference agenda, I plan to take advantage of these opportunities in particular:

1.

2.

3.

4.

## DURING THE CONFERENCE

Being an active participant while you are at the conference will ensure you get the most value for your time and money. Complete the following sections as your day progresses.

### Keynote: Mike “Coach K” Krzyzewski, former Duke University and Team USA basketball coach

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >

## DURING THE CONFERENCE CONTINUED

**Keynote: Paul Zikopoulos, IBM vice president of cognitive data systems and AI expert**

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONFERENCE CONTINUED

### Special Session: Industry Roundtable

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >

## DURING THE CONFERENCE CONTINUED

### Special Session: DEIB Masterclass

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >

## DURING THE CONFERENCE CONTINUED

### Keynote: Dominique Dawes, former U.S. Olympic gymnast and gold medalist

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >

## DURING THE CONFERENCE CONTINUED

### Breakout Session 1

Notes:

Key “a-ha!” moments:

1.

2.

3.

Questions or things I need to follow up on:

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## DURING THE CONFERENCE CONTINUED

### Breakout Session 2

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

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## DURING THE CONFERENCE CONTINUED

### Breakout Session 3

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

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**DURING THE CONFERENCE** CONTINUED

**Breakout Session 4**

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

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## DURING THE CONFERENCE CONTINUED

### Breakout Session 5

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

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## DURING THE CONFERENCE CONTINUED

### Expo Hall

Products and/or vendors to remember:

1.
2.
3.
4.
5.
6.

Notes:

Questions or things I need to follow up on:

## DURING THE CONFERENCE CONTINUED

### Connections

Notable people I've met so far:

1.

2.

3.

4.

5.

6.

Contributions I've made or questions I've asked:

1.

2.

3.

Additional Notes:

## DEBRIEF AFTER THE CONFERENCE

Don't let the value of your conference experience end when you get back home. Take a few minutes to document the actual benefits you received by attending the Staffing World.

Who are three new connections I made?

1.

2.

3.

What are three key takeaways from my experience?

1.

2.

3.

What tangible items am I bringing back with me (papers, software, sample products, etc)?

1.

2.

3.

What action steps do I plan to take as a result of my conference experience?

1.

2.

3.

What's my best story or favorite memory from the Staffing World?

# ACCELERATE YOUR GROWTH

*“The sessions talked about real challenges and provided actual solutions and examples of how to address those challenges.”*

— Stacey Jaeger,  
Market & Innovation Development Manager, PMG Inc.,  
and past Staffing World attendee



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The Staffing World agenda is packed with interactive, insightful sessions to help you overcome obstacles and grow your business.

*[staffingworld.net](https://staffingworld.net)*