



PocketSuite's Conference Season Survival Guide!



Choose the Right Rooms



Find events and conferences that balance networking opportunities with continuing education. When you're intentional about where you go, you'll connect with people who can help you grow your business while sharpening your expertise. Check out the [PocketSuite Blog](#) to find popular conferences in your industry!



Expand Your Reach Virtually



Not every valuable conference requires travel. Many organizers share session recordings or keynotes on their websites or YouTube—curating your own “virtual conference” lets you keep learning and stay current without leaving your desk. PLUS, virtual conferences are always significantly less expensive! You might even be able to get a recording for free (doesn't hurt to ask!)



Maximize Your Learning ROI



Be intentional about the sessions you attend—pick the ones that will give you insights you can share directly with your clients or put to work in your business. Taking notes with your clients in mind turns conference education into real-world value you can activate right away.



Keep Business Humming Back Home



Ensure your clients are cared for while you're away. When your business runs smoothly in your absence, you can focus fully on networking and learning without worrying about dropped balls. PocketSuite puts your business on autopilot. You can create [Saved Messages](#) to quickly respond to client questions while in a breakout group or in the exhibition hall. Create a block on your [Scheduling Calendar](#) to avoid conflicts, automate [Appointment and Payment Reminders](#), and much more!



Start the Digital Handshake



Use social media to build relationships before, during, and after the event. Jump into event hashtags, comment on posts, and share your own updates to keep conversations flowing long after the conference ends. Tweet, post, or share updates with event hashtags. You'll attract attention from fellow attendees and build your authority in real time.



Capture Content Gold



Take plenty of photos during the event—sessions, new connections, and behind-the-scenes moments. You'll walk away with a stockpile of authentic content you can use to fuel your social media for weeks after the conference.



Leave a Memorable Trail



Come prepared with business cards, collateral, and quick digital links to share. Making it easy for people to remember and contact you increases the chances of meaningful follow-ups. Your [Suite Link](#) is your digital business card. There's endless opportunities to direct new connections to the links that matter most.



Be Your Own Booth



Wear branded gear and carry small giveaways that people will actually use (think pens, tote bags, lint removers, or car / laptop decals). Business cards can get lost, but a useful freebie increases the chances someone fondly remembers you and your business when you follow up.



Say Yes to the Freebies



Take advantage of giveaways, samples, and exclusive offers at the conference. Beyond saving money, these perks can introduce you to useful tools and even spark fun conversations with fellow conference goers.



Perfect Your Pitch



Craft a short, tailored elevator pitch that highlights what you do, who you help, and the unique value you bring. Practicing it ahead of time ensures you can confidently connect with clients, partners, and even potential investors.



Turn Contacts Into Connections



Skip the small talk and aim for authentic conversations. Asking smart questions and listening closely builds trust—and trust is what leads to referrals, partnerships, and clients. Don't forget to swap contact info! Share your [Dedicated Business Line](#) with your new connections and save their details in your in-app [Contact List](#).



Share the Tools That Help You Shine



Talk about the tools and systems that help your business succeed. Recommending helpful apps or resources—like PocketSuite—positions you as a thought leader in your network. Share your [unique PocketSuite referral link](#) to earn \$\$\$ rewards, if your new connections onboard their business to PocketSuite!

