

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

**WIN BUSINESS** ♦ **SPARK GROWTH**



ATTENDEE

# ROI TOOLKIT

**WHAT'S IN YOUR TOOLKIT:**

- Expense and benefits worksheets
- Sample convention value breakdown
- Engagement activities

**SW 2022** OCT. 25–27  
LAS VEGAS

*staffingworld.net*  
*#StaffingWorld*

# WIN BUSINESS ◆ SPARK GROWTH

Join us at the **MGM Grand Las Vegas.**



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

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



**STAFFING WORLD<sup>®</sup> 2022**

OCT. 25–27 | LAS VEGAS

Calculate expenses associated with attending Staffing World so you can weigh these costs against the benefits you'll receive by attending.

EXPENSE	DETAILS	COST
Registration Fee	Rate includes: - 2 keynote speakers - 10+ hours of networking - 20+ interactive breakout sessions (Choose 5 in person, and see the rest via post-event recordings) - 5 intensive workshops (Chose 1 in-person and see the rest via post-event recordings) - 1 panel discussion with industry executives - Expo hall and face time with suppliers - 4 meals - 4 refreshment breaks - 1 special session featuring inspirational staffing stories from your peers	Thank You Rate for Staffing World 2021 Attendees Member: \$1,495 Nonmember: \$2,395  Staffing Professional Rates Member: \$1,995 Nonmember: \$2,995  Industry Supplier Rates Member: \$4,175 Nonmember: \$6,175  These rates are valid through Sept. 23. See more rate info at <a href="http://staffingworld.net">staffingworld.net</a> .
Flight or other transportation		\$
Hotel	<b>MGM Grand Las Vegas</b> Special rate of \$168/night (weeknights) and \$199/night (weekends). Add \$30/night resort fee plus taxes of 13.38%.  <b>The Signature at MGM Grand</b> Special rate of \$181/night (weeknights) and \$199/night (weekends). Add \$30/night resort fee plus taxes of 13.38%.	\$
Airport transfer or rental car	Estimated taxi fare to the hotel from Harry Reid International Airport: \$21	\$
Mileage reimbursement	Multiply the number of miles driven by 58.5 cents/mile	\$
Parking fees	Airport and hotel parking	\$
Food per diem	Calculate based on your organization's reimbursement policy. Note: At least 4 meals are included with registration.	\$
<b>TOTAL:</b>		<b>\$</b>

Continued on the next page >

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 convention?		\$
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 convention offer discounts I plan to take advantage of? List approximate savings.		\$
Are there other opportunities in the convention 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:** \$

Continued on the next page >

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 Staffing World? Let's keep going!

### Here's a sample convention value breakdown

What is the financial incentive of attending the Staffing World?

SAMPLE		
Included with registration		
20+ interactive breakouts	Similar sessions might cost $\$150 \times 20 = 3,000$	<b>\$3,000</b>
5 intensive workshops	Similar sessions might cost $\$350 \times 5 = \$1,750$	<b>\$1,750</b>
1 panel discussion	Sitting down with thought leaders might cost \$500	<b>\$500</b>
2 keynote sessions	Face time with these luminaries might cost $\$500/\text{hr} \times 2 \text{ hours} = \$1,000$	<b>\$1,000</b>
4 meals and 4 beverage breaks	\$30/meal, \$10/beverage	<b>\$160</b>
<b>VALUE OF STAFFING WORLD</b>		<b>\$6,420</b>
<b>ATTENDEE COST (insert total from page 2 Expense Worksheet)</b>		<b>-\$4,000</b>
<b>ATTENDEE BENEFIT</b>		<b>\$</b>

Continued on the next page >

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

## PREPARE FOR THE CONVENTION

Plan your approach ahead of time.

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 agenda, I plan to take advantage of these opportunities in particular:

1.

2.

3.

4.

## DURING THE CONVENTION

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

### Earvin “Magic” Johnson Keynote

Notes:

Key “a-ha!” moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Panel Discussion: Straight Talk From Staffing CEOs

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >





## DURING THE CONVENTION CONTINUED

### Breakout Session 1

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Breakout Session 2

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Breakout Session 3

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Breakout Session 4

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Breakout Session 5

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



**DURING THE CONVENTION** CONTINUED

**Special Session: Inspirational Staffing Stories and Speed Networking**

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Val Vigoda Keynote

Notes:

Key "a-ha!" moments:

1.
2.
3.

Questions or things I need to follow up on:

Continued on the next page >



## DURING THE CONVENTION CONTINUED

### Expo Hall

Products and/or exhibitors to remember:

1.

2.

3.

4.

5.

6.

Notes:

Questions or things I need to follow up on:

Continued on the next page >



**DURING THE CONVENTION** 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 CONVENTION

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

1.

2.

3.

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

# WIN BUSINESS ♦ SPARK 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



**STAFFING WORLD®**

ASA Convention & Expo

OCT. 25–27 | LAS VEGAS

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

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

#StaffingWorld