



Maximizing Your ROI as a Conference Host, Exhibitor, or Speaker



Industry & Tradeshows

- National Organizations NCSHA / NALHFA / NAHMA / NLHA / COSDA
- State of the Industry, Collaboration, Networking, Vendor participation, Training

Industry Meetings & Workshops

- NCSHA Institute / HUD Meetings (TRACS, CPD) / Regional Housing / Private Trainer Sessions (Novogradac, Smiths, Etc...)
- Topic or Business Driven (requirement & benchmarking) Training Driven

Know the Event

State HFAs

- Partnership Driven, Education and Promotion for Programs, Engaging Partner Participation
- Golf Tournament or other philanthropic

Community

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- Golf Tournament or other philanthropic



Justifying conference attendance

- What is the purpose of attending?
- Does the conference meet / further organizational goals?
- What is the cost?
- Why attend?
- Who should attend?
- Time away from work?
- What are the desired outcomes?



Justifying conference attendance

Benefits

- Educational/Training/CPEs
- Networking
- Collaboration
- Developer/Vendor Interaction
- Exposure/Public Recognition



Pre-Planning



Planning

Study Opportunities

- Agenda Sessions / Events / Awards
- Meetings

Sponsorship Considerations

Communication & Promotion

The Booth Experience

- Meet Conference Goals
- Materials
- Staffing

Early Booth & Conference Registration



The Event



Celebrating 20 years of Innovative Software and Program Administration Solutions for the Affordable Housing Marketplace.

National Council of State Housing Agencies 2018 Annual Conference and Showplace

See you in Austin!
HDS is dedicated to the Affordable Housing Marketplace and a proud Platinum Sponsor of the National Council of State Housing Agencies 2018 Annual Conference and Showplace, October 13-16, in Austin, TX.
Visit us at booths #201/203
Stop by, say hello, and hear about the many exciting projects at HDS including the HDS eHousing Plus, S54E18 Certification, and other innovative solutions.
Participate in the Conference Raffle
Click with us and collect your HDS stamp to win an Amazon Echo Dot!
2018 Marks HDS 20th Anniversary
This year marks our 20th Anniversary year and our mission has stood true - to transform and reshape your business with the use of the latest technology, your partnership and that of our industry partners. To learn more, visit www.HDS-Companies.com.
See you soon!
Alicia, Poliana, Elena, Charlene, Lorena & Morgan.
By HDS Communications | October 12th, 2018



CLIENT CENTERED | SOLUTIONS DRIVEN

HOUSING AND DEVELOPMENT SOFTWARE

- Lorem Ipsum Dolor Sit
- Enim Ad Minim Veniam
- Amet Consectetur
- Quis Nostrud
- Adipiscing Elit Sed Do
- Exercitation Ullamco
- Eiusmod Tempor
- Laboris Nisi Ut Aliquip
- Incidunt Ut Labore Et

Housing and Development Software is the leading Business Technology Solutions provider for the

Celebrating Our Past, Innovating Your Future

HDS COMPANIES 1998-2018
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eHOUSINGPLUS
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Maximizing your ROI | Housing and Development Services, Inc.

KIS, Fresh, & Fun

- ✓ Participants are more likely to remember you if they engaged/participated in an experience
- ✓ Involve the senses.
- ✓ Create an experience.

- ✓ Limit Giveaways to one or two
- ✓ Tie it all in





HDS NEXT GEN

HDS COMPANIES

eHOUSINGPLUS

Maximizing your ROI | Housing and Development Services, Inc.

Platinum Sponsor

May the odds be in your favor!

NCSHA Leadership Circle Member

DEEP YOUR CARD FOR A CHANCE TO WIN!

Don't miss out on this opportunity!

U.S. RESEARCH INC.

HDS

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Measure Success

Perception vs Reality

- At the event Take Notes
- Measure Traffic – Business Card Drop
- Measure Engagement – Take Notes, Lessons Learned
- Performance – Ask participant to rate booth, message, giveaways, engagement, etc..



Post-Mortem

- Use your preparation checklist and honestly score your performance
- Provide safe-space for retrospectives and address what went well and what did not
- Discuss and document strategies for continuous improvement
- Report with metrics (purpose, goals, outcomes)





Q&A

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