The MCCA 54th Annual Convention and Tradeshow is your opportunity to gain access to expertise, contacts, and strategies that are influencing and progressing the higher education sector.

To make the most of your experience, and to help provide tangible value of your attendance, use this ROI worksheet to set goals and clearly define objectives to you can easily parallel your college’s investment with all the ways you and your college will benefit.

JUSTIFICATION DASHBOARD FOR YOUR SUPERVISOR

What is the cost of you attending event?  
*i.e. registration, hotel, travel etc.*

Who is going to be there?  
*What relationships will you gain? Is there business you can conduct?*

Are there industry thought leaders or influencers who will be there?  
*What differentiates this event? What are you getting here that you can’t get somewhere else?*

What answers can I find here for problems our college is trying to solve?  
*List session names, speakers, exhibitors, etc.*

Do you know someone who has attended in the past who can provide a testimonial?

How will you value the experience of this event?  
*The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet and so forth.*