



# Making the Most of Seminars

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Originally published by email March 4, 2014

The first signs of spring in a pet breeder's world are the invitations to our annual statewide and regional breeder association events. This newsletter contains handy tips to help you make the most of your time at a seminar and turn it into a major win for your kennel, not just a tiring weekend!

## 15 Quick Tips

Get more than sore feet at your next breeder seminar event!

### Before the event:

1. Set goals. What do you most want to achieve: Connections with other breeders? Information on new dog food suppliers? Lots of free samples? Getting to know someone from your registry personally? Learning more about your trade? Decide on one or two key goals for the event and let those determine how you spend your time there.
2. Plan your visits. Who do you most want to see/talk with? What vendors do you really want to get time with? Make a list of your priority people and companies. Look at last year's program for ideas.
3. Write down questions. What do you want to learn? What do you want to find out from your registry? What do you need to know about products you are comparing? In the hustle and bustle you are likely to forget your questions if you didn't write them down beforehand.
4. Make appointments. If there's someone you especially want to sit down with for a talk, call ahead of time and make a date with them. If the exhibit area is busy, maybe you can sit together at lunch or dinner.
5. Bring business cards. You can save a lot of time by giving your business card to vendors instead of bending over their table to fill out a form for their drawing items, newsletters or other offers.
6. Wear comfy shoes. Hours on your feet in exhibition halls could definitely bring a premature end to your day if you didn't wear the right shoes.
7. Bring a comfy bag. The plastic bags many vendors offer for your freebies and brochures will cut into your hands after the first hour and make you miserable. Either bring your own bag for the stash you will gather, or find out what booth has the nicest bags and head there first.



An alternative is to ask that the vendor mail you the information you choose, so that you don't have to carry it around at all. Or, if you have a mobile device, just take a photo of the price list or whatever it is you need.

8. Decide which seminar sessions to attend. If you get the full schedule by mail or on the computer in advance, you will see which topics are of interest to you and will be able to plan your time in the exhibit area accordingly.

**At the event:**

9. Double check the schedule of events. Things may have changed and you wouldn't want to miss your favorite topic or speaker.
10. Divide and Conquer! If more than one person from your kennel is attending, divide up your list of people to visit and lectures to attend (see tip #2) and you will get more done in less time.
11. Check your coat if possible.
12. Skip crowded booths and come back later.
13. Tell vendors you are on a tight schedule, so that you can get down to business.
14. Take good notes. Carry a notebook and pen, your smartphone or tablet and take good notes on each conversation and lecture that was important to your kennel. If more than one person from your kennel was attending, you can share and compile your notes later.

**After the event:**

15. Take time to sort and use the information you gained. Don't just toss that bag of stuff into a corner and forget about it (especially not the puppy chow samples!) Add the **people** you met to your address book and follow up with an email or card. Visit and bookmark websites of **vendors** you are interested in. Share **kennel management notes** with all your employees and file them in your library. Immediately take action on any **community activism** you agreed to support (sign, donate, volunteer, etc.).

And one **DON'T**:

Don't be afraid to make eye contact and converse with everyone at the event. If you're afraid of being cornered by exhibitors, you might miss out on insights, offers or information that can benefit your business.

Happy Seminar Season!

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## Related Links

[Free Business Cards from Vistaprint](#)

[Must-have apps for seminars](#)