

“Choosing a Live Event” Checklist

The 30 Questions to Ask Yourself Before Attending A Live Event

brought to you by Thought Partners International

Compare Events				The Questions To Ask
A	B	C	Notes	
_____	_____	_____	_____	<p><i>Answer below, at left or on a separate sheet by (1) ranking multiple events (2) marking Y or N, or (3) making general notes for a single event.</i></p> <ol style="list-style-type: none"> 1. Is the event in a geographically positive (convenient, environmental, energetically fitting) location? 2. Is the training a good value-for-dollar? Does it permit me to make payments, if that's better for me? 3. Will there be frequent high-pressure scenarios to invest further than my comfort zone? 4. Is there a support system to taking action and following through post-event? 5. Is the agenda leading-edge and future-oriented, addressing topics I can't get addressed elsewhere? 6. Can I speak with previous attendees to candidly hear their comments without filters? 7. Will I be learning business models in addition to technical how-to? 8. Will I also be learning how to grow and sustain myself as an entrepreneur and human being? 9. Will I be able to access the hosts and presenters easily in a group that's the size I'm comfortable networking in? 10. Will I be intellectually stimulated and challenged to develop in surprising ways?
_____	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
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_____	_____	_____	_____	

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_____	_____	_____	_____	11. Does the event represent an entrepreneurial community I'd be proud to associate with?
_____	_____	_____	_____	12. Will the community serve my long-term needs if I return yearly, and as I become a more experienced business owner?
_____	_____	_____	_____	13. Is the event community open, welcoming and helpful to newcomers?
_____	_____	_____	_____	14. How current/fresh is the content that I will be learning?
_____	_____	_____	_____	15. How practical is the content that I will be learning and will there be new case studies?
_____	_____	_____	_____	16. Will what I learn increase my fees or income?
_____	_____	_____	_____	17. Will attending bring me more business/clients? Estimating how much?
_____	_____	_____	_____	18. Will what I learn support me in my definition of balance and success? Work hours, lifestyle, leverage?
_____	_____	_____	_____	19. Will I be exposed to key concepts that clients will pay a premium for?
_____	_____	_____	_____	20. Will what I learn set me apart from others in my market?
_____	_____	_____	_____	21. Will the training be complete and actionable without additional investment?
_____	_____	_____	_____	22. Will I leave clearer or more overwhelmed?
_____	_____	_____	_____	23. Will I leave tired and if so, how much recuperation or down-time should I plan for?

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_____	_____	_____	_____	24. Will what I learn stay with me long term, and equip me to make better decisions later?
_____	_____	_____	_____	25. Is there another reason to travel to this event – client for-fee work locally, other business generation, etc.?
_____	_____	_____	_____	26. Is the event hosted by an organization that walks its talk and whose values I respect?
_____	_____	_____	_____	27. Does the event look enjoyable and like I can comfortably be my real self without pretense?
_____	_____	_____	_____	28. Can I get a 100% refund if I am not completely satisfied?
_____	_____	_____	_____	29. _____ (insert your additional criteria here)
_____	_____	_____	_____	30. _____ (insert your additional criteria here)
				<p>Now review your answers and rank or choose the event you most want to attend, then register to begin reaping the rewards of your clarity.</p> <p><u>Click here to print multiple copies of The ‘Choosing a Live Event’ Checklist in PDF format for future use.</u></p>