

# Simplify.

International SPA Association  
2009 Conference & Expo  
October 5-8, 2009  
Austin Convention Center and Hilton Austin  
Austin, Texas, USA

## Tips for Sharing Your Knowledge with Your Colleagues After Conference

Now that you have attended the Professional Development Sessions and General Sessions that will assist with your organization's strategy and objectives, it's time to show your boss all that you have learned.

1. **Type up any notes** you have made and prepare a binder of PowerPoint slides and business cards you have collected as quickly as possible while the information is still fresh in your mind.
2. **Write a one- or two-page summary** of what you learned and how it can help your company by using the information in your binder. Use the takeaways provided to suggest concrete examples of changes you can make that fits your organization's strategy and objectives.
3. **Submit your summary** to the person who approved your attendance and thank them for allowing you to attend. Share with them all you have learned and highlight actions that can be taken right away to improve your spa's operations. It's important to show you learned ideas that are easy and appropriate to implement. By sharing the information, this will help you receive approval to attend other educational meetings in the future.
4. **Share solutions** that you learned from Conference at a staff meeting to let others know how they can help with the strategies and objectives of the company.
5. **Bring Conference home.** With so many outstanding educational sessions to choose from, and only a limited amount of time, you may have missed Professional Development sessions that you were interested in attending. By purchasing the CD with all the sessions included either at Conference or on the ISPA Web site, you can get the full Conference experience by listening to sessions you were unable to attend. This is also the perfect vehicle for sharing Conference with your colleagues, including your boss!
6. **Try the sample products** you received from ISPA resource partners and follow-up with vendors who would be a good addition to your spa's treatment or retail offerings.
7. **Complete the post-Conference survey** to let ISPA know what you thought about the event so we can keep making it better and the most respected event in the industry.
8. **Mark your calendar** to attend the 2010 ISPA Conference & Expo, Nov. 15-18 at Gaylord National Resort & Convention Center on the Potomac - Prince George's County, Md., USA.

