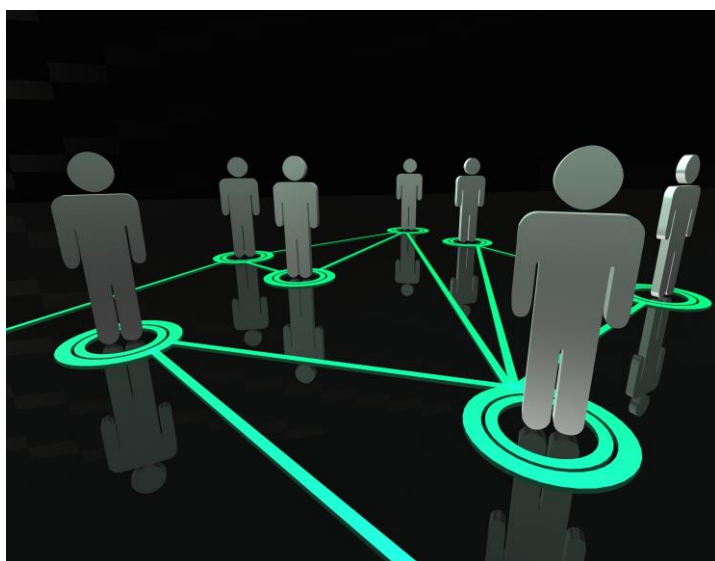




anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

Advice on conference attendance...

A FEW RESULTS FROM OUR POST 2016 CONFERENCE SURVEY



In particular, we thought that the “advice to future attendees” our respondents gave was interesting.

This is what we asked:

If you were to recommend an early or mid-career colleague to attend a future ANZMAC conference, what advice would you give them, for how to make the most of their time there?

Following our 2016 conference, ANZMAC, with the assistance of *Survey Sampling International*, your ANZMAC Executive conducted a survey of our membership. As the 2017 ANZMAC conference at RMIT approaches, we wanted to share with you some of the results.

NETWORK!

By far, the most frequently occurring responses related to networking and attending specific sessions.

Academics at all stages of their careers reinforced that the ANZMAC conference is an excellent time to meet up with colleagues you know and to make new acquaintances (and potential collaborators). Respondents put their advice quite simply:

“Network!”

“Important to network, see the variety that ANZMAC has to offer.”

“Try and talk with as many people as possible”



PLAN AHEAD

Along with networking, many suggested attendees should plan to **attend the presentations for topics they are highly interested in, meet the speakers and others in the session, talk with them, seek advice and engage in a conversation.** Here are a few more pieces of advice from our colleagues:

“Go to special sessions/popup sessions on your topic of research, find others doing work in your area, join a SIG, have fun, try not to stick only with people from your uni.”

“ANZMAC helps to build a local network which becomes so important as you progress over time. You meet future colleagues, decision makers, reviewers of your work and examiners of your students work. The time spent networking is the very best time you can ever spend.”

“Identify, contact and organise meetings with network colleagues you would like to meet with before the conference; send most important colleagues a copy of the paper you would like feedback on; target specific sessions, presenters and colleagues in your area.”

*“Try to find a theme that matches their interests and network there * walk up to people speaking animatedly and join in - they don't mean to leave you out, they are just being passionate * don't ask for a job but do follow up contacts when you get home.”*

“Make sure that you make time to meet up with people you want to meet in advance and regardless of the program. Make sure that you go to the ‘Meet the Editors’ session. Make sure that you step out of the circle of your connections to make new ones.”

Enjoy your planning and we hope to see you at ANZMAC 2017!