



## SCOPE Tip of the Week Member Newsletter

October 22<sup>nd</sup>, 2013

### A Year in Review

As anyone who has planned an event can attest, there is a great deal of ramping up. The SCOPE 2013 Conference preparation began in earnest prior to the 2012 Conference even occurring. We revamped our format, became more selective in our Call for Proposals acceptance rate and invited speakers who are foremost experts in the prevention field.

Reflecting back now on the conference experience, I am proud to say that it far exceeded any of my expectations. Our attendees wholeheartedly embraced this opportunity for personal and professional development. A majority of conference attendees took advantage of the pre-conferences and post-conference included in their registration. There was an explosion of social media presence by both conference staff and attendees who shared ideas, quotes and “a-ha” moments. People took the time to share their feedback with SCOPE staff, letting us know that the planning, scheduling and flow had a positive impact on their conference experience.

In any programming effort, it is just as important to assess your efficacy as it is to be well prepared. We will always work to improve our offerings in order to ensure that we are making the most of your finite investments of time and money. Be sure that you too are not neglecting the crucial element of assessment in your strategic planning.

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