

# Why Participating in a Professional Conference Should be Required

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# About

Sport Management is a growing degree choice for up and coming professionals. In this industry, you gain experiences and are open to new opportunities by establishing a network of professionals to get you to the sport/business industry. It is not just, about what you know. It can come down to whom you know. The why, the how, insights in to the next steps will be discussed and the advantages of attending a professional conference. What the benefit can do for you.

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# Why

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During professional conferences, there are a multitude of learning opportunities. Whether they come from keynote speakers, breakout sessions, or networking with other attendees. These experiences should be required because the objective of attending college is to spend time developing knowledge of facts, principles, and relationships of a particular field of study. Professional conferences impact your personal and professional growth by improving your knowledge of that particular field of study from an experiential basis.



# What can you gain from this experience?

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The Sport Industry Networking and Career Conference was an incredible experience and the aspect that was the most useful was the fact that there were open interviews with the company partners of the conference. To be given the chance to interview with multiple top sports companies and teams in the U.S. is an opportunity that will allow for students practice professional interviews and gain experience for their future endeavors. This will also allow students to build their professional network and have connections after graduation.

Attending sessions with executives in the industry provides a well rounded view of what different roles in the industry are like and how to succeed in those roles. Students will be given the opportunity to listen to people who started their career the same way they have. It not only provides knowledge, but hope for their future in the industry.

# Next Steps

The next few days after attending a conference are crucial to your success. After traveling back home, I added more than 20 people on LinkedIn that I met from the conference. Anyone I had lunch with, met at the networking event, interviewed me, keynote speakers, essentially everyone I came in contact with. This is the most you have to gain from attending any event because in this industry, who you know can overshadow what you know.

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# Leveraging the Experience

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The best way to leverage the fact that you've attended a professional conference in your industry is to use it in an interview as a way to demonstrate that you are a determined person who is always looking to further their knowledge and perfect their craft. When using this in an interview, it tells the interviewer that you take the time to look for ways to develop personally, and professionally and that you will benefit them in the long run.



Thank  
You!