**NTCA Marketing + Sales Conference Online**

Post-Event Report

**Event Summary**

The [NTCA Marketing + Sales Conference](https://www.ntca.org/events-education/events/2021-marketing-sales-conference-online) Online is the place to follow the best practices and innovative solutions happening in marketing and sales for the rural broadband industry and get an inside look at where trends are heading tomorrow and beyond. The 2021 event focused on branding and logo design, community outreach and sales strategies for business development.

**Goals Met**

*Specifically identify what you brought back to the organization that is relevant to your business goals to show the value of the event investment.*

1.

2.

3.

**Cost Summary**

Registration Fee(s) ...................................................................$

**Education ROI**

*Identify a few takeaways, action items and/or estimated impact from the education sessions you attended.*

**Networking ROI**

*Identify individuals and/or companies you met with and a few discussion points or items to follow up on.*

**Exhibitor ROI**

*Identify exhibitors/solutions that you researched onsite for post-event follow-up that align with your company’s business priorities.*

**Summary**

*Include additional details on the ROI for you and your company. In your summary, we suggest offering to train others on what you learned and including the date/time of your planned briefing.*