

Pamela Waldrop Shaw

Conference & Event Etiquette - Professional Protocol

Attend Conferences with ~~minimum~~ **STRESS** and **Maximum Effectiveness!**

“Success and Failure are separated by the habits we follow daily. Discipline is doing what we just don’t want to do.”

NSD Doris Janke
Leadership Conference 04
Ruby Star Luncheon

Have you ever attended a Conference, Seminar, or Event with **GREAT anticipation and hope** only to experience **stress and frustration** throughout the conference...from lost luggage to negative room mates to decisions made ‘with the group’ that didn’t serve you well to saying something you wish you hadn’t to a poor judgment call made all on your own? Well I have, and what I’ve learned is that much of the stress we experience is unnecessary and self-induced. The below document is a culmination of **things I have learned** along my journey. April 2004 marks my 18th year in Mary Kay, so I have attended 17 Seminars, 17 Career Conferences and 17 Leadership Conferences. Add to that the countless weekend retreats and fall advances, and you can only imagine the experiences I have had to learn from!!

This is a WEB page Document I ‘intended’ to create **THREE** years ago as a new NSD. I never put it in my **DESIGN BOOK- 90-day planner** in a Master Task list section; therefore, it never made it to the weekly plan sheet. Because the Lord nudged me to do it 3 years ago, and I didn’t, I opened the door for the leaders in our AREA to stumble. To those women who might absorb the information personally, this document is not connected to **JUST** a recent happening nor is it a public judgment. I will never create unfair or unrealistic expectations of our leaders, but I am going to address some of the Basics when it comes to stepping into a Leader’s Role and Responsibility regarding Conferences. **The mantle of Leadership is Responsibility.** And if we don’t learn from the mistakes of our past, from our experiences and those of others, we will not grow. To want to grow, we **HAVE** to be willing to admit when we are wrong or when we have made the wrong choices. I hope that some of these Travel and Conference tips make your Professional Education Enhancement Events always **POSITIVE, Productive** and **Effective**, and that you become ‘on purpose’ about eliminating **STRESS!**

Attending Seminar, Career Conference, and Leadership Conference-

Mary Kay asks Sales Directors to attend **ALL** of these events. As an Independent Sales Force Member, you don’t **HAVE** to do anything, but the Leader who wants to increase and bring others along will attend Everything.

"Career Conference is rapidly approaching, offering our ambitious Consultants a rare opportunity to enhance their careers by learning from the MASTERS! YOU cannot afford not to attend! See you there! As National Sales Director Sue Kirkpatrick says, "You have to expand your mind to expand your future." Mary Kay Ash [historical archives compiled for MK International]

When I first was told that I needed to attend Seminar, my first response was **"I can't afford to go."** And the quick reply was **"You can't afford NOT to go."** Although 'canned' in its come-back, deep TRUTH lies in the message. Regardless of the event, if your Career Path Title is invited, YOU MUST BE THERE!

1. **REGISTER!** There are no good excuses for missing Company Events. Conference dates for Seminar and Leadership are set four years in advance, and the specifics for your SEMINAR division is posted on INTOUCH well over a year in advance. Conflicts with family commitments, vacations, reunions, childcare provision, etc. can be resolved timely **IF** you make attending these events a priority as a necessary component in your professional advancement. It must be a non-negotiable. If each event, each year, you are making the 'decision' all over again, "Will I go", you are NOT committed as a leader. Make the DECISION that you are in, and that you are going to BE your best. This includes attending ALL Company Events. The yearlong calendar in your **DESIGN BOOK- 90-day planner** can be a great resource for future planning. *occasionally you may be hit by crisis and need to miss an event. By definition, crisis is rare and does not hit everyone.
2. **BEGIN A FILE** for the Conference/ Event as soon as the FIRST COMMUNICATION about it is released. Put EVERYTHING you receive via snail mail, email, memo, note to yourself, fax that has to do with the event IN the folder. AS your responsibility expands, create additional folders: Leadership: Shaw Day/ Leadership: Company Class (you teach!)/ Leadership: Future Area 'after' luncheon/coffee, etc.
3. **PRINT EVERY EMAIL** that provides details, times, locations, costs, specifics to your AREA and place in your file.
4. **Put Company Confirmation** and IN TOUCH schedule-at-a-glance along with AIRLINE ticket or E-ticket in your file.
5. **Make Sleep Room Reservation** as soon as the site options open up. Write your hotel confirmation #, hotel phone # and address on your airline ticket.
6. **BEFORE YOU MAKE YOUR AIR/SLEEP room PLANS,** decide if you want to **site see** in this city. View the Company and your AREA schedule and responsibilities at the Conference. **Make plans to come in early or stay late if you want to sight see.** View the purpose of this trip in priority order. **A.** To enhance your leadership and increase your business knowledge, vision, and dream. **B.** To Power up with other like-minded leaders. **C.** To enjoy the social and fellowship that naturally comes with an event like a Mary Kay Conference. **D.** To enjoy the sites of a beautiful city apart from your own.
7. **ATTEND every Class, EVERY session.** When considering sleeping in to miss a class, skipping a session, ask yourself one simple question: **WHAT WOULD _____ DO?** [your mentor, or a 'she-ro' of yours in our business] Or another question, **"What if EVERYBODY did?** What would the outcome be if Everybody made my same decision? If the answer borders on ridiculous, you have your answer.
8. **A week or 2 out, create a weekly plan sheet** and staple it to your file folder inside flap. Include exact times, locations, room numbers, hotels, etc. Make sure to read email dates in case updates have changed any of the detail. When you arrive at Conference and pick up your packet, pull the schedule and complete the rest of your weekly plan sheet details inclusive of luncheons and locations.

9. **Put your name badge on your suit** AND LEAVE IT THERE!
10. **Put special invitations/stage cards** in your purse or FOLIO but in ONE place. Suit pocket is also a great spot. Don't keep moving them around and don't keep moving your packet around.
11. **Come with a WIN!** What is the special party/luncheon/dinner? AS SOON as it is promoted, WORK to win Each exclusive option! Let THIS FOCUS be your drive as you lead your unit and work personally so you grab those wins! The qualifications for the parties are to ADVANCE YOU! EAT FREE by winning every option.

If this seems a little 'overly detailed' to you, ask yourself if the STRESS you experienced last event could have been avoided if you had been more clear on the timing, locations, schedule, expectations of the event PRIOR to learning you were in some way late or off. PREPARATION separates the good from the GREAT!

AFTER AN EVENT IS A GOOD TIME TO ANALYZE YOUR CHOICES

SLEEP ROOM

1. **Did I make a good hotel choice?** Stay in Company Hotels. Our Corporate Staff searches out the BEST and most SAFE hotels and prices for every event. When Transportation is needed, Company hotels provide Bus Transportation free. Other hotels add hidden costs to your stay—transportation costs and traffic issues to name a few. If the EVENT IS IN YOUR CITY, STILL stay in a Company hotel. Driving back and forth from your home keeps you ½ in the Conference and ½ in your home life and responsibility. There is NO WAY you can have an effective 'thought shift' or FULL Experience that way.
2. **Did I room with too many people?** Consider Bed space and ease of sleeping. Consider bathroom time and privacy. Consider closet and personal space. Personality styles, late night talking [causing sleep deprivation which causes irritability and lack of ability to focus and listen]. What about the moods or quirky habits of others that can add to stress. Sometimes you can have a great friendship as long as you DON'T room together 😊
3. **Should I room with just one person or room alone?** Here you have to consider your personal need for 'down' time. Often people get sick in the middle of conference by not taking care of their physical needs, not to mention the late hours they may have kept prior to leaving for the Conference. For you High I's, there is plenty of built-in time for connecting, social and fellowship, especially if you win each party and meal option, and you still get to rest and dress privately! Staying with 4 people to a room= @ \$180 each. Staying with 1 other person @ \$360. For \$180 more, I can have my own bed, privacy and get some rest. **ONE \$500 skin care class or @ ONE new personal qualified at 26% pays for this choice.** **SPEAKING OF MONEY: General Rule: 40% of your Sales** handles your Business Expenses, including Meeting room, prizes, suit, conferences. Do the math. What profit do you need from your sales to run your business? **Your 13% Recruiters Check** pays for personal and family budgeted bills. **Your 13% Director's Check and Bonuses build wealth.** **To DECIDE about your room situation, evaluate** the cost of a private sleep room to the cost of lost sleep, risk of negative situations, gossip, group 'behavior', and make your choice. If your HIGH I cannot stand it, get adjoining rooms for socializing but with more space and a door for privacy. IF you need more 'girlfriend' get-a-ways, plan some NON-Conference vacation time

with girlfriends so that you can experience ALL the benefits of Conference without missing the Conference!

FLIGHT

1. **Arrive EARLY** so you do not RISK showing up late to your meeting. Plan ahead. Everything takes longer than you 'think' it might. Traffic, check-in, walking distance. Lateness= STRESS and reputation. It's just not worth it to fly in last hour.
2. **Give yourself plenty of time at Conference END before flying out.** You will need to get luggage, transportation, and checkout. It would be wise to connect with your offspring and/or consultants for good-byes and de-briefing/goal-setting. If you are booked to leave so tightly, your 'gotta go' body-language could be incorrectly interpreted. Rushing IN or OUT of a 4 day conference reflects a self-centered focus and wavering commitment to the group (not a focus on the Company or TEAM). Making decisions that suit your personal preference over the group schedule reflects an un-preparedness for PROMOTION. The Conference LASTS for its scheduled time for a reason. **What really would the relaxed entry and exit cost you?** Dollars and emotional energy? Years ago, I created the habit of staying over following a Conference. The restful night, the opportunity to go over my notes, get a game plan to implement new ideas, DESIGN my weekly plan, empty voice mail allowed me to re-enter with both a family focus **and a clear head for my business.** YOU CAN DESIGN YOUR LIFE, but you'll have to STOP REACTING to each hour. What's 'caught' is more powerful than what is taught. Making hap-hazard choices without being ON PURPOSE about them will be a mistake. You must realize that your choices are affecting others. If you don't realize this, you have placed a very low value on the impact of your leadership. Consequence: Your leadership will not grow any bigger until you step into making Bigger Choices that include thinking of others and realizing the affect your choices have on others. **CONVENIENCE AND ELEVATED SUCCESS DO NOT GO TOGETHER.**

PROFESSIONALISM- MANNERS

1. **Attend ALL classes, ALL General Sessions, Individual Education Classes.** ALL. You'd be hard pressed to find a Million \$ Director or NSD who skipped—ever. Certainly not after she made the decision to grow and advance her organization. Headache, tiredness, sore feet, interview, shopping, first time in a great city—never an excuse. If Mary Kay herself attended Seminar with Shingles, I can press through my personal discomfort. Attendance to EVERY piece of the Conference reflects your understanding of the responsibility role of your Leadership position. It also indicates an open and teachable spirit. God speaks through people for YOU when you are disciplined to do YOUR part. In this case, just SHOW UP! Sometimes what you need is ONE LINE. ONE THOUGHT. ONE PHRASE. ONE WORD that causes you to move forward...to Cadillac, to TRIP, to Million \$ Director, to NSD. You can't afford to gamble with that.
2. **Be a TEAM PLAYER.** Any choice you make that appears to be 'anti-establishment' -doing your own thing apart from the group, to serve your personal agenda or preference probably is [anti-establishment]. The consequences of this will show up in your consultants and offspring imitating that liberty and individualism when you have created a 'group' opportunity. Your choice will revisit you in a bigger and more insulting way, even if you don't make the connection. It also results in lost respect from your peers.

3. **Be polite to those who serve and care for you and aware of those around you.** Tip appropriately. Smile, be courteous and be patient. Listen to speakers, teachers vs. talking to your neighbor or walking around during class time. People are watching.
4. **Watch your WORDS.** Silence is a better choice over words that could be interpreted as discouraging, sarcastic, mean or negative. You are attending as a STUDENT.

GENERAL TRAVEL TIPS

1. **Purchase a TRAVEL WALLET** (Levenger.com) Keep your passport in it so you aren't continually taking your Driver's License out during airport check in points. OR, leave your wallet at home and transfer EVERYTHING you need, including your Driver's License to your TRAVEL WALLET. Personally, I leave my passport in my travel wallet and as soon as a trip ends, I pull the E-ticket for my next trip, place it in my travel wallet and in the SAME office drawer so that I ALWAYS know where to find it.
2. **Determine the amount of misc. cash** for the city you are traveling that you can legitimately spend for each trip that does not need receipts. Write the check to cash and place the cash with plenty of singles and \$5's for tipping in your TRAVEL Wallet.
3. **Create a file for each trip on your computer** so that you can 'drag' E-Confirmations over to that file in case you need duplicates for spouse or misc. reasons. You can keep EVENT FLYERS, additional information in your computer file until it is time to make out your WEEKLY PLAN SHEET for your on-the-road trip.
4. **Pack a completely separate set of TRAVEL COSMETICS.** Face and body cleansing, hair and body, color, deo, teeth products, etc., and keep them packed. These are separate from your daily cosmetics. I even have a 2nd set of Color Brushes. At the end of your trip while still in the hotel on their notepad, begin a list of what needs replenishing. Put this note in your cosmetics travel bag so that when you unpack or pack for the next trip, this note reminds you what to replenish or ADD to the Travel bag. This makes packing, unpacking and re-entry much faster, smoother and stress free.
5. **Once in your hotel, put your room key IN THE SAME PLACE EVERY TIME** you enter the room without exception. [I put mine in my palm pilot holder].
6. Once in the hotel, mentally give all things a 'place' to return to each time. Put your Organizational Materials, Packet, and Purse in a logical place, and perhaps pack a TOTE BAG to carry once on Conference site.
7. **Clean out your purse, folio at night** and re-stock with mints, lipstick, business cards, etc. before bed so that you aren't running late the next morning and looking for your camera, film, pin, etc...scattered over the room.
8. **Carry food with you.** I ALWAYS have a baggie with my favorite nuts (peanuts, almonds and pecans) and sometimes add dried cherries so that my insulin won't drop during a long day or class. A good high protein lo carb power bar is a good emergency choice for your tote or purse.

9. **Bring 2-3 pair of shoes for your suit.** Changing shoes lessens the wear on your toes and shifts the positions of your feet to prevent blisters in one place.
10. **Pack runner's band aids** (second skin) and keep other essentials stored in your Travel Bag. Sewing kit, goo gone, jewelry cleaner, nail color and top cote, file, scissors, Always include eye-mask, calming solution, visine, X-Em. Night cream, foot treatment cream, febreze, jewelry cleaner in your travel bags.
11. **Make a list of every OCCASION** to be held/attended by you for this Conference. Then list your wardrobe head to toe on paper or in a computer document What will you need for your Hair/lipstick/ jewelry/ special lingerie/ panties/ hose/ outfit/ shoes/ wrap/ purse/ accessories for each day and evening. Include sleep/robe/ footies/ Travel day, etc. This way you can avoid over-packing and not leaving essentials behind. **ALWAYS BRING EXTRA Pantie-HOSE.**
12. **Fold your Clothes in Dry Cleaner's Plastic before packing.** They won't wrinkle. Place a piece of plastic in between each fold of your clothes so that no cloth on cloth is packed.
13. **DRESS TO FLY.** Why? **A.** Mary Kay herself asked you to. **B.** You are the Mary Kay IMAGE to everyone in the airport and hotel as they FIRST come in contact with you. **C.** Warm Chatter opportunities are definitely yours when you are dressed. **D.** It's Professional **E.** Your luggage could be delayed. **F.** You'll feel FIRST CLASS. This would also include 'DRESSING TO DRIVE'. Nothing is worse than seeing Consultants and Directors scrambling out of a car, junk food bags flying, watching them race to the bathroom and attempt a clothes change 'before getting caught'. **CAUGHT** already.

MISCELLANEOUS Conference/Seminar TIPS

1. **Check in with a buddy.** If you room alone, make connections to walk, eat, etc. just so that someone knows where you are. Safety! If you room at a separate hotel for WHATEVER Reason, let your SENIOR or National know. This is not only courteous, it is safe.
2. **Sit in the front of a Class or Arena when possible.** It is a fact that those who sit in the front retain more.
3. **In your note pad, designate 2 pages** in the back of your notebook for post Conference Follow up. One page titled **TO DO:** The other page titled: **THOUGHTS.** Keep a colored marker or highlighter handy to hit one liners or ideas you want to re-visit. This allows you at Conference end to **FOCUS** on what shifted your thoughts and to isolate plans and ideas you want to implement up on your re-entry.
4. **Look ahead to the next CONFERENCE.** What WIN(s) will you **FOCUS ON** that were challenged or introduced at THIS conference? Set **NEW GOALS.** Tell your SENIOR, NSD. Create or brainstorm your strategy. **THIS COULD BEST BE DONE BEFORE YOU LEAVE WHILE STILL IN THE 'ENVIRONMENT'.**
5. **Where will you stay next Conference?** Who will you room with? What different choices will you make for the NEXT Conference that you didn't make at the last one? Put notes in your Palm Pilot or create a Word Document or send yourself an email to drag into the NEXT Event File stored in your computer to remember and learn from your experiences. .

6. Put any actual 'TASK ORIENTED' changes or PROJECTS to Complete in your **DESIGN BOOK- 90-day planner!** Maybe some of your TO DO will go in your MASTER TASK section. This way, as you design each new week, you will be able to visit the lists and fit them in, as they become a priority. Before you know it, you'll have implemented EVERY idea you gleaned, taken on EVERY project you wanted to initiate!
7. Create a Weekly Plan Sheet for the upcoming week and a 6 most important things to do list in your **DESIGN Book**. Make a list of names to call from the 'mental' list that has been coming to your mind all week! Set your ½ hour by ½ hour schedule up for the first workday of your return. And then when you get home, **CONNECT WITH YOUR FAMILY** and give them the 100% attention they deserve.

Before you know it, your simple, little by little added new habits and ORGANIZATION will begin to support you as you choose STRESS FREE, POSITIVE Conference Experiences EVERY TIME!

There is a difference between doing the RIGHT thing to avoid 'getting caught' or 'being in trouble' and doing the RIGHT thing because it is RIGHT and in your heart, you VALUE the character trait that accompanies the decision. A child who obeys to get a reward is different from a child who does right because it shows respect, because there is a heart condition accompanying the decision. As a parent, the overflow of giving to the child whose heart is grateful and responsible is indescribable. When you habitually make choices that are right, even if no one notices, even if you don't get 'recognition', your character grows, and you then become a person 'ready' for promotion. Private victories precede public victories. Make choices that make you promotable!