

## How to make the most of attending a conference

**Keywords:** cannabis consulting, marijuana consulting marijuana business consulting, starting a medical marijuana business, investing in the cannabis industry

**Title:** Marijuana Business Conference – Canna Advisors

**Description:** Get the most out of your marijuana business conference & meet the experts at Canna Advisors: consultants with proven strategies for your success.

**Word Count:** 924

---

## How to get the Most out of your Marijuana Business Conference

### It's all About Achieving your Cannabis Business Goals & Expanding your Network

In today's digital world, it's easy to stay home and rely on e-mail, internet resources and webinars to interact with people across the country or the world. But that makes meeting people face-to-face even more valuable for solidifying relationships, exchanging ideas and personally interacting with experts who can answer your questions and share actionable information that solves a problem.

This is especially important in the marijuana business where reliable information may be scarce and the opportunity to meet with experienced consultants can be rare. [Canna Advisors](#) assists clients and investors with evaluating opportunities, designing their business plans, building sustainable facilities and efficiently managing growing operations.

So, how do you figure out what sessions to attend, who you should meet with and if it's worth skipping some events to make an important contact? More than ever, networks are an essential piece of "social capital" you need to meet your business goals.

### Come Early or Stay Late

Since you're traveling to the conference anyway, why not stay an extra day or two and take advantage of "[pre-conference](#)" [events](#) ([link to landing page- info and registration for Boot Camp](#)) or stay afterward to build stronger relationships with new people. It's a good way to gain more visibility and stand out among the larger conference audience.

It's also a great time to meet up with those you may only see once a year (at a conference) and strengthen the relationships you already have. Reach out in advance and set up a time to get together to talk shop, share a meal and re-connect.

### Once you've Arrived, Choose the Right Sessions

There's bound to be many more sessions involving the marijuana business than you can possibly attend. Look for a "first-timers briefing" if you've never attended before – you'll meet other new attendees and get an overview of what's available.

**SPRING 2016**

## Marijuana Business Conference & Expo

America's Oldest & Largest National Cannabis Tradeshow

**May 9 – 11, 2016**

The Gaylord Palms, Orlando,  
Florida

---

[Canna Advisors](#) is a vendor as well as a featured speaker during the [MBCE](#) -- Please visit **our booth (#717)** and attend our presentation of

(list the topic and time/place).

*Insert logo/image for Boot Camp*

**We are offering a 1-day  
PRE-conference Boot Camp:  
[Marijuana Business Crash Course](#)**  
([link to landing page- info and registration](#))

Come early and take advantage of connecting with like-minded investors and peers... learn from experienced pros and **make the most of your conference experience.**

Review the overall schedule of events. Choose those that hold special interest for you and make sure you're attending a variety of topics, workshops and social events while allowing for some downtime to relax a bit. Use your time wisely and you'll get the most out of your attendance while still making contacts and learning new skills.

Take notes in a way that makes it easy to remember the key points— try to distill it down to 3 takeaways from each session and you can follow-up later if you need more information. These can turn into specific action items when your return to work and may spark further discussion with your team.

### **The Speakers are Experts – Ask Questions**

The speakers from [Canna Advisors](#) are experts in a variety of fields and have proven successful in winning [cannabis business licenses across the country](#). We are always pleased to meet conference attendees and welcome you to visit our booth and connect with us in person. We're also available to [schedule private meetings](#) with those who want to chat with our partners.

Don't be afraid to ask questions or hang around after the session. Introduce yourself and get the speaker's contact information so you can connect later if you don't have a chance to ask a question. You can follow them on social media and interact after the conference for more specific information.

### **Attend the Social Events**

Make time to attend the social events at the conference – it's the perfect opportunity to meet others in a more casual setting. This is where you make contacts and expand the network that helps you build your marijuana business and meet your goals. This is also where you make plans to meet after the conference or set up time to continue a great conversation at a later date.

Be sure you bring plenty of business cards with your contact information. Most people come home with a stack of cards and can't remember who they belong to or whether they need to keep a particular card. Take time to look at all the cards each day and make a note on the back about a specific follow-up question or whether you want to add this person to your address book.

### **Share the Wealth when you return to Work**

With all the new skills, resources and inspiration you've gained, share what you've learned with your team. Share valuable videos, post interesting information or tips that you learned (be sure to give credit to the source) and spread the word. And...it doesn't hurt to do a personal follow-up with anyone you met that you'd like to do business with or build a relationship.

As we said at the beginning: It's all about maximizing the benefits of attending the conference by building your network and achieving your goals for your cannabis business.

[Canna Advisors](#) offers assistance with business development, designing facilities and advising investors as well as licensing, operational plans, and proven strategies for success in your cannabis business. For more information, please call us at 720.708.3154.