**Strata Data Conference 2018 - Trip Report Template**

[Attendee Name]

[Attendee Title and Department]

Summary Evaluation of Strata

• Identify specific benefits to your organization from learnings at the conference

• If you had a goal in mind when attending, recap your goal and what you did to achieve that goal.

• Follow up on the specific information you hoped to find at the event in your request to attend, as well as knowledge gained that you hadn’t expected.

Knowledge gained at Strata

• Refer to your session notes, social media posts, and insight gained in the robust “hallway track,” the knowledge shared between attendees.

• List new information you’re bringing back, such as: in-depth technical know-how; new development approaches; tips to streamline your work; case studies of success to emulate; or promising new techniques and technologies.

• Attach the list of sessions you attended to this report.

Information that may benefit my co-workers

• List information that you plan to share with co-workers who could not attend, or technical expertise that you gained that you can teach to your team.

• Mention sessions you weren’t able attend; noting that your Platinum or Gold Pass includes a complete video compilation of all Tutorials and sessions you can watch with colleagues.

• List contacts made that you’re able to pass along to colleagues.

People, Companies and Projects of Note

• List a few key contacts you made during the conference, such as peers, presenters/industry experts, vendors, etc.

• Include the contact’s name, business, contact information and a brief description of their value to your organization.

• List vendors and products that interest you or might affect your company; case studies of special interest, or projects similar to what you are working on.

Action items

• List the top action items to implement, such as: ideas for new approaches to problems; technologies to consider; training your employees or peers; case studies to share; or setting follow-up meetings with vendors or new business contacts.