**Strata Data Conference 2019 - 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.