THE 7 MUST-DO’S AT INTA

(Clue: It’s all about the people – including you)

They say that it’s easier to give advice than to take it; especially your own advice! That may be true, but in this case it’s only because I won’t be able to be at INTA this year that I have been thinking about what I’ll be missing.

**What this is not**: this piece is not about behavior at INTA, remembering business cards, where to stay, how to schedule and so on. We all receive tips on how to conduct business meetings, networking and so on. This is not about that.

**What this is**: as INTA is about people – human beings – fellow citizens of the earth – (you get the idea) more than anything else (yes, including IP and networking) this piece is more about how to maximize the very short opportunity to visit a special place and meet amazing people that you probably wouldn’t otherwise meet. This may be a once in a lifetime opportunity, and one whose memory and influence will continue long after most business conversations will have been forgotten.

So what are these must-dos? (for the full version, click here).

1. Take time to enjoy the unique countryside and local flavor in and around Seattle.
2. Avoid frustration by planning ahead. After being in Seattle for a few days, you’ll wish you had arrived a few days before INTA or a few days afterwards. Work this into your schedule if you can!
3. Stand out in the crowd. Dress respectfully, but express yourself!
4. Speak to people from different cultures. It may be the only setting in which you feel comfortable to do this
5. Find ways to complement people. Exchange experiences. You’ll find you have a lot of common areas of interest.
6. Go out of your way to make person to person connections. The human connections that we make at INTA will have a positive impact years from now. *This* is the real success of the INTA meeting.
7. Balance your time. Don’t overdo it. Certain activities work better for me; others less so, and can even be counter-productive. Sleep, family, nutrition and exercise are my priorities. Do what works for you.

Unfortunately, I won’t be joining you in implementing any of the above ‘must-do’s’ at this year’s meeting in Seattle. But do I wish you an enjoyable and successful time there and look forward to seeing you next year in Boston, where we can do it all over again!

(for the full version, click here)