

WARSAW, POLAND, December 01, 2014 /24-7PressRelease/ -- Name your goals

Before making any decisions about going to a particular event, think about your goals. There are different conferences for meeting people and building your network and different ones for improving your professional skills.

It is always good to have a plan before the event. People going to conferences with no plan are more likely to complain about wasted time. Having a plan helps you figure out what you need to do before the conference (like e-mailing people before meeting them or looking for somebody who could make an intro), at the conference (looking for the right people, having a well prepared deck) and after (follow up).

### Look for the added value

There are lot of events covering similar topics, so to be sure that the time you spend at a conference is a good investment, always look for added value. Added value can be different according to participants goals. It could be one of the speakers, an opportunity to meet the right investor, a chance to get valuable feedback or to meet somebody that is hard to get to.

### Speakers and prices

The first thing you should do after hearing about a conference is to check the lineup and names of the speakers. Of course the names and presentations are important, but conferences are not only about that. Web Summit or Le Web are known for having the most famous speakers, but on the other hand there are so many people there that talking to VIPs is almost impossible.

Sometimes it is better to look for smaller events because it is much more likely you'll have a chance to talk with people that are valuable. ICT Summit, a conference taking place in Warsaw, Poland (3-4 December 2014) with a very interesting lineup that includes international speakers such as Rafal Brzoska, the CEO of Inpost, which according to The Economist could be the Polish "Apple", the founders of Estimote, the best 2013 hardware startup according to TechCrunch, or NeuroOn, the best startup at LeWeb Paris 2013 as well as representatives of 500 startups, TechCrunch, the Polish government and many more.

## Web Summit, LeWeb or... ICT SUMMIT? How to Choose the Best Conferences to Attend?

Written by Australia Today

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Doing good research before choosing the right conferences can save lot of money. Tickets for well known events start at a couple of hundred euros, but it is possible to find opportunities like ICT Summit that are completely free thanks to its organizers: The Polish Agency for Enterprise Development, who want to make the event as open for entrepreneurs and startups as possible.

Choosing the right conference is not the easiest task, but if you spend some time on research, preparation and setting goals, then during one or two days of a well chosen event it is possible to make deals that would normally take at least a couple of months.

Source: ICT SUMMIT <http://ict.web.gov.pl>