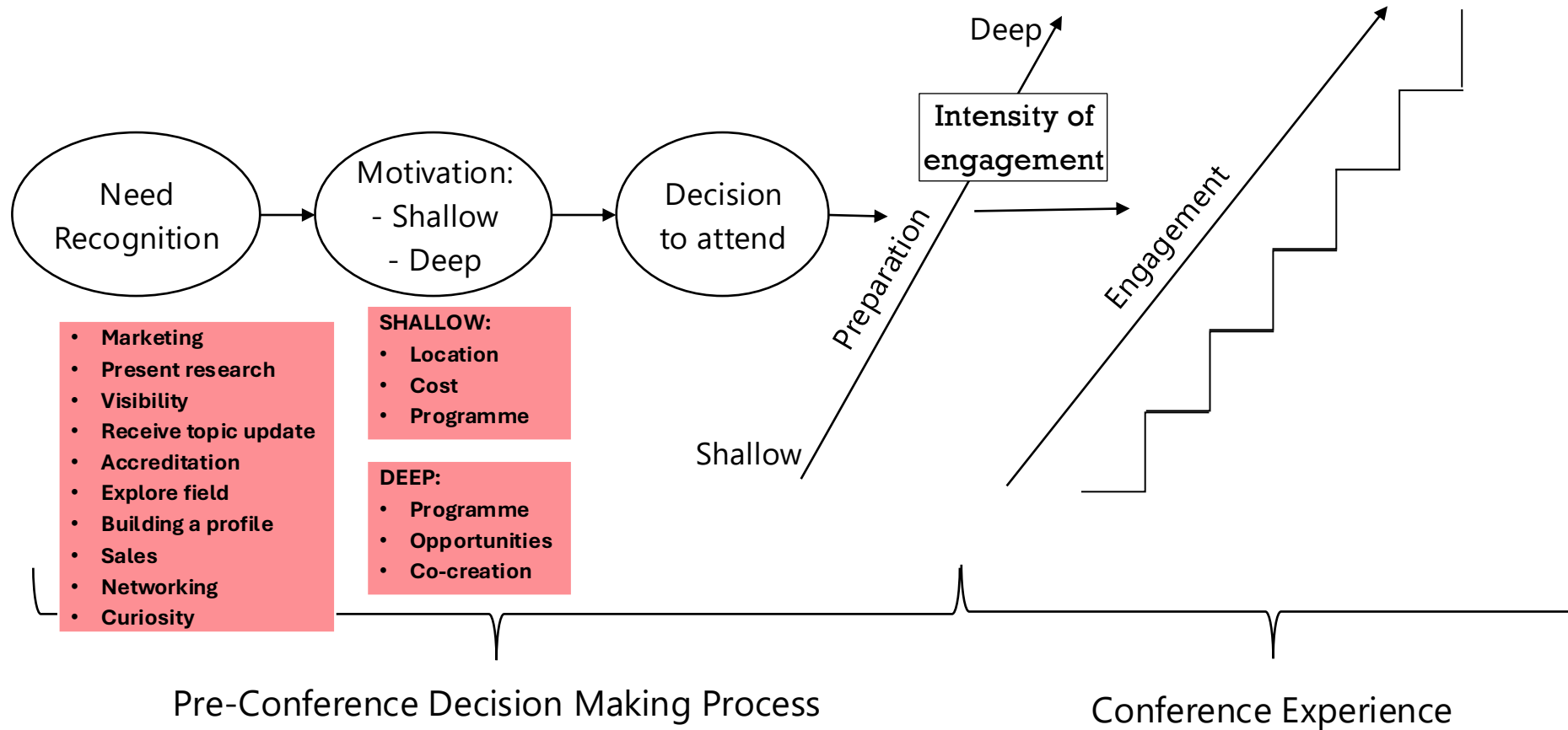
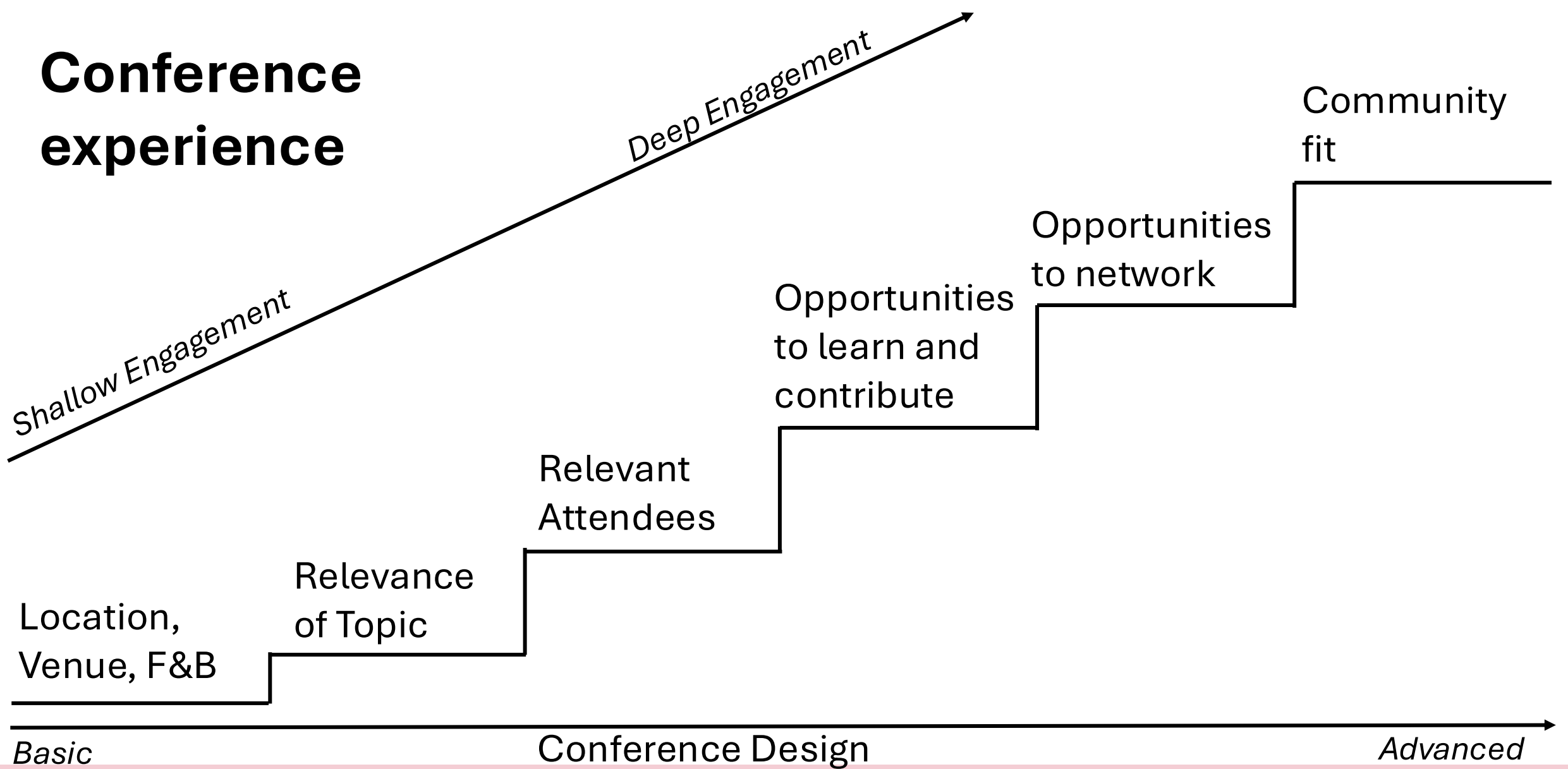


The individual conference journey

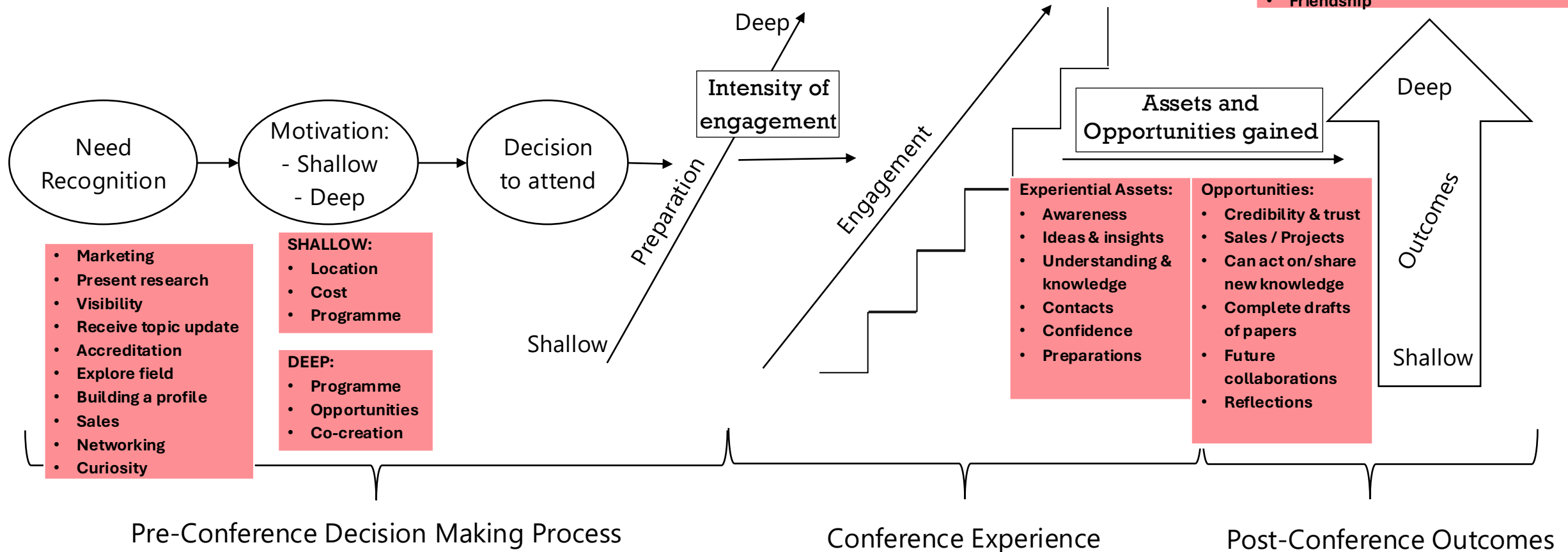


Conference experience



The individual conference journey

- Outcomes:**
- Stronger and wider network
 - Material for research
 - New projects
 - New clients
 - Increased sales
 - Paper published
 - Friendship





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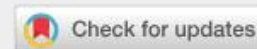
Holistic transformational experience of a conference: an attendee perspective

Katrin Stefansdottir & Adele Doran

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Breakout discussion on the framework

What are your thoughts on the framework?

How can it support you when designing events?

What do you agree and disagree with in the framework?

