



Overall AEC & Exhibition

<p>Level 1 Reaction</p>	<p>After attending the 2010 AEC & Exhibition, attendees should judge the conference to be:</p> <ul style="list-style-type: none"> a. A good use of their time and money b. Relevant to their job c. Action-oriented, i.e., they intend to use the material d. Useful for development of network of professional colleagues
<p>Level 2 Learning</p>	<p>After attending the AEC, attendees should have:</p> <ul style="list-style-type: none"> a. Identified strategies, skills or processes from the conference experience they can use to improve their job performance b. Identified new, <u>meaningful</u> contacts in the environmental health field to call for professional suggestions and/or sharing of best practices c. Met vendors from the exhibition whom they would be interested in doing business with in the next year to improve their organization's performance
<p>Level 3 Application</p>	<p>Within 30 days of the conference, attendees should:</p> <ul style="list-style-type: none"> a. Be using some knowledge and/or skill gained at the conference in their daily work b. Follow up with at least one professional contact they met at the conference c. Follow up with at least one of the new vendors they met at the exhibit to do business d. Share information learned at the conference with colleagues
<p>Level 4 Business Impact</p>	<p>Four months after the conference, the following should occur:</p> <ul style="list-style-type: none"> a. Program improvements and/or bottom line improvements for the organization

Note: ROI objectives are subject to change.