



## 12 Ways to Get the Most Out of CAMEX Education

### Before You Go

1. Consider your current and future professional development needs. Expand your knowledge – determine topic areas you are interested in – but be relevant to your needs.
2. Visit [www.camex.org](http://www.camex.org) to review this year's sessions. Use the top navigation bar, float over Attendee > click [Educational Conference](#). Review each section listed in left navigation bar.
  - CAMEX has [tracks](#) to streamline your session selection. Learn the difference between the [educational formats](#); thought leaders, flash sessions, concurrent sessions, fairs, and learning tours, etc.
  - [Preparing for CAMEX Learning](#) – even more tips about learning at CAMEX.
  - [Speaker & Session Details](#) – Search by track, competency area, experience level, date, even presenter last name.
  - [Special Learning Opportunities](#) – Unique and fun events to get even more out of CAMEX.
3. Pre-plan your CAMEX educational experience accessing using CAMEX Connect and CAMEX mobile app.
  - These are two separate tools. [CAMEX Connect](#) is web address tool. While the CAMEX mobile app can be downloaded to your smartphone.
  - Your CAMEX Connect login will be sent to you once you register for CAMEX.
  - Your login for both CAMEX Connect and CAMEX mobile app is the same - your badge number and your last name.
  - CAMEX Connect and CAMEX mobile app will sync once every morning starting early February, then every hour during CAMEX.
  - Starting in early October, you can login to add sessions, booths, and see who's registered. Match your product category interest to exhibiting companies, and schedule appointments with exhibitors!
4. Watch the Campus Marketplace e-newsletter for the announcement that CAMEX session handouts are available online.
  - a. Handouts from sessions, when provided, are posted for download in [The Hub's CAMEX in the Hub folder](#).
  - b. Review handouts and make notes ahead of time. Presenters appreciate when the audience asks questions. *Really, they do!*



5. Select alternate sessions in case your first choice of sessions is not what you expected. Make the most of your time; if the content of a session is not meeting your needs, it is *ok* to leave the session. Just do so quietly.
6. Understand co-locating. To make the most of the CAMEX event in general, NACS partners with other organizations where education and trade show opportunities may overlap.
  - a. CCRA and ICLA – As a NACS member, you can attend both organizations' education sessions. However, you must have a ticket for ICLA's meal events.
  - b. Connect2One – You must be a subscriber of Connect2One to attend a Connect2One session. However, stop by their booth to learn about becoming a subscriber.
  - c. NAMTA – Your CAMEX registration gets you access to Art Materials World trade produced by International Art Materials Association (NAMTA)
  - d. Fair Labor Association – These sessions are only for their members.
7. If more than one person is attending from your organization, compare your schedules to make sure that you are not attending the same sessions. Schedule time to meet and share information.
8. Be organized. Pack pens, a notepad, Post-it notes, and a folder or attaché case to carry session handouts and other information.

### **While at CAMEX**

9. When attending an education session, introduce yourself to the person next to you. Remember one of the great benefits of CAMEX is to network, so take advantage of this during the education sessions.
  - a. Ask "What/How do you do...?"
  - b. Ask "What about this session sparked your interest?"
  - c. Bring plenty of business cards for networking. Use the back of the others' cards to note the outcome of the encounter with a new colleague.
10. Be ready to share some of your store programs, lists of hot sellers, and other information that you can swap ideas with your colleagues.
11. Remember, not all NACS members can attend CAMEX. So share your CAMEX experience and join the back channel conversations at #CAMEXShow.
12. Stop at the NACS Opportunity Hub to learn about your member benefits and meet the NACS staff.