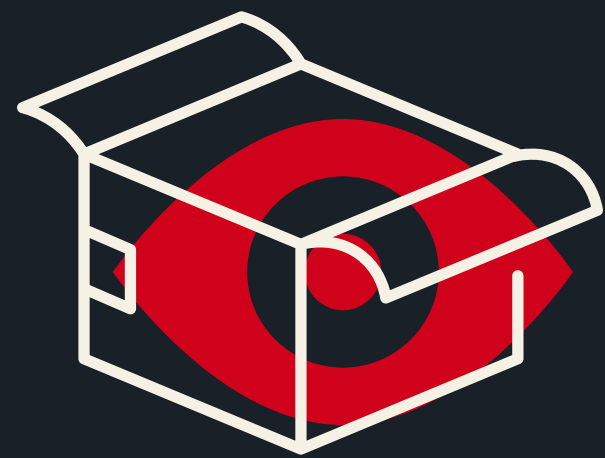


# POST #IABC18

checklist

## IDEAS

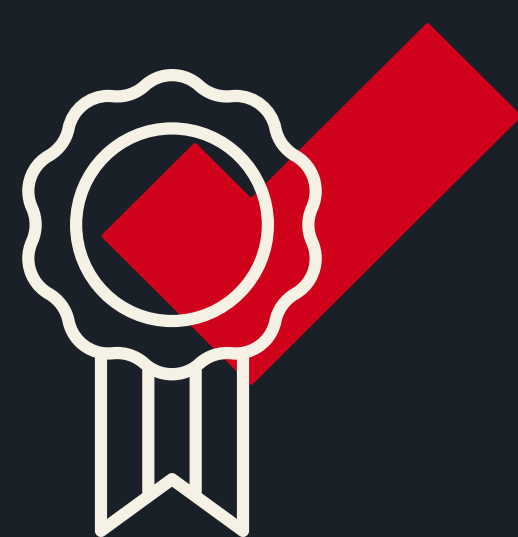
Go through your box of insights



Write up the best bits



Maintain / upgrade your formal status



Follow up with new acquaintances and old friends



## ACTION

Find a friend to debrief with whilst it is all fresh.

A bit of structure can help - search for the Align '*Strategic Horizons Question Set*'.

Structure your notes. Use tags and whatever else you normally do to aid search later.

And don't forget to share. Pitch an article to the publications you read. Search *publication name + 'editorial guidelines'*.

If you're already certified, don't forget to update your record of continuous professional development.

If you're not certified, search '*communication management professional*'.

Drop a note to those you saw. And one to those you wish you had.

And make plans for #IABCLI and #IABC19.

# #CREATECONNECTION