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Three reasons you should attend a conference by [Kate Wells](#)

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Taking part in a conference can be costly. Travel and transport, paying for a hotel and all manner of costs can deter you from going. But conferences needn't be a waste of funds; in fact when used as intended, they can consciously lead to future business projects.

Conferences take place all over Britain and are increasingly held in highly accessible locations, rather than those that are the cheapest to rent. For example you can be in central London conference venues one week, and the next you can be in conference venues Birmingham way. Obviously, each of these cities are simple to travel to and don't necessarily require overnight accommodation. But even if you do need to factor in expenses, conferences are still a good bet and here's why.

Networking

Networking is definitely the greatest reward you will reap from going to a conference. Making fresh contacts and reinforcing existing ones can lead to plenty of future business opportunities and these contacts can often get you out of a hole in times of need. Whatever your profession, it's always a good idea to understand your competition and make friends and connections at the same time. Always remember the old adage: it's not what you know, but who you know.

Learning

We can all learn from the experiences and studies of our peers. Conferences are great for both beginners and old hands in any area. The young can learn from the more advanced, whilst new blood can bring new ideas and alternate ways of looking at situations and subject matter. We never stop learning, and conferences can be great places to get new ideas and differing views. If you are new to public speaking, conferences are also great places to learn about this valuable but hard to master skill.

Branding

Conferences are a time to sell you. Whilst networking you should make yourself memorable and stand out as an expert or professional in your area. Successful branding can open numerous doors and lead to all kinds of business proposals in the future. Tailor your branding to your field. For instance, if you are working in journalism, make sure you have business cards that include information of your website or blog, or go one step better and take a tablet device with you so you can show people your work on the spot.

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