

Dear Attendee:

We're delighted that you chose to register for the 2007 Reaching Out Conference in San Francisco. On behalf of the sponsors, host schools, and board of Reaching Out, welcome!

The students who have organized this year's conference have spent months preparing for the event and want you to get the most out of it. Particularly if this is your first Reaching Out conference we've designed this page to provide you with the basics for making the most of this year's conference.

We urge you to plan on the conference being the heart of your weekend in San Francisco. While you may have other friends you want to see, or just want to do some sight-seeing, you may be disappointed if you try to pack much more into the weekend than just the conference itself. Trust us, as past participants, we know that you will have plenty of time to have fun at Reaching Out.

Before You Arrive → There is much that you can do to get ready for the conference. Here are some suggestions:

1. **Upload your resume.** Over 70 companies will have access to the conference's resume book. Click here to upload your resume <http://www.reachingoutmba.org/sf07/registration.shtml>
Use password "reachingout".
2. **Upload your picture to the Facebook.** If you want to make lasting connections at the ROMBA conference, be a part of the newly launched ROMBA Facebook!
Click here to upload your picture <http://www.reachingoutmba.org/sf07/facebook/info.php>
Use username "facebook" and password "rombapic".
3. **Spend time on our site.** Learn which employers will be participating in the career fair, and which LGBT leaders will be speaking as keynotes and panelists. You can then target whom you wish to meet before you get to the conference. Many students print out the schedule and plan their sessions prior to arriving. This lets the conference begin when you register, not simply when you arrive. It may give you time to research some of the presenters and read other works they've published or see where else they've spoken. Click here for the latest version of the schedule <http://www.reachingoutmba.org/sf07/schedule.shtml>
4. **Sign up for the Case Writing Competition and come watch this year's Case Study Competition teams.** Both competitions are fantastic ways to hone and showcase your analytical and communication skills to potential employers. Students who've participated in past competitions have listed it as one of their best experiences at the conference, and many have leveraged their participation and success in these competitions in their career searches. Click here to learn more about the competitions <http://www.reachingoutmba.org/sf07/comp.shtml>
5. **Bring your business cards.** You will meet plenty of people that you will want to stay in touch with. Be sure to bring a supply of professional, accurate, business cards for easy networking. Many schools have a template you can use, so that your card is "branded" consistently with other graduates of your program.

Upon Arrival → As soon as you arrive, get into the swing of things. Attend the opening reception on Thursday night and begin meeting students from other schools and professionals who are at the conference.

1. **Register.** Register and receive the conference binder as soon as you get to the Westin St. Francis. This will allow you to get the latest information and details about the conference.
2. **Meet new people.** It is easy to remain in your comfort zone and chat only with the students from your program, but you will miss out on a terrific opportunity to network. On Saturday afternoon, we have arranged special Networking workshops that will provide some practical tips on how to be most effective when networking with others, but don't wait until then, jump right in and get to know a few new folks the first night.
3. **Attend as many events as possible.** The daytime sessions are a key element of the conference. In the workshops and panels you will get more informal and valuable one-on-one time to get to know other participants and potential employers. Show up early to sessions and get to know a few of the people with whom you are seated.
4. **Have fun and go out.** Go out and enjoy the great nightlife in San Francisco, just don't overdo it so you can still make it to the morning conference events.
5. **Get Involved.** If you are a first year student, you should consider getting involved in the 2008 Conference. Attend the Saturday Prospective Organizers' Meeting and learn how you can lead next year's conference! One of the most exciting aspects of Reaching Out is that it is entirely student-led, and the organizing team has complete control over the conference's direction. We are sure that you will be excited, as we were last year, to plan next year's conference!

After Returning Home → After this year's conference ends, do not forget to:

1. **Follow up.** It's so easy to get immediately caught up in life back home, mid-terms, interviews, jobs, etc. Don't let a week go by without following up with each (yes each) contact you made at the conference. It may be as simple as a text message to a fellow student, an email to a panelist, or a handwritten thank you note to a recruiter who spent time explaining the benefits of that firm's internship program. It is important to solidify those relationships as soon as you return!
2. **Visit the Reaching Out Facebook site to reconnect with those you've met.** Can't quite remember the last name of Bob, whom you sat next to at the Finance panel? You know that she goes to Haas, but you can't remember if she graduates this year or next? You forgot to get his business card! Not to worry. You can search for your fellow attendees by school, first or last name, to ensure that you stay in touch with them.
3. **Sign up for this year's Case Writing Competition.** The Case Writing Competition will kick off at this year's conference, with registration open until winter, and the finished cases submitted in the spring. Click here to learn more about the competition
<http://www.reachingoutmba.org/sf07/comp.shtml>
4. **Organize the 2008 conference.** If you are a first year student you should consider getting involved in the 2008 conference. Click here to learn about the process to participate in this entirely student-generated and student-led conference
<http://www.reachingoutmba.org/sf07/next.shtml>

The value of the 2007 Reaching Out Conference is not in how much fun you have while in San Francisco, but what you do with the information, contacts, and opportunities you gained after you return home.

We look forward to seeing you here and wish you the very best while you are with us in San Francisco!