## Gartner_Summits_Logo_CMYK

Trip Report

<Date>

## Executive Summary

|  |  |  |
| --- | --- | --- |
| Attendee Name | |  |
| **Attendee Title** | |  |
| **Department** | |  |
| **Conference Summary** | | Learn how data and analytics can provide you with the insights and metrics you need to make better decisions more quickly. Gain valuable insight into the latest data and analytics developments through independent advice from Gartner experts, real experiences from peers and the solution providers. |
| **Conference URL** | | [www.gartner.com/us/data](http://www.gartner.com/us/data) |
| **Goals Met**  *Identify specifically what was brought back to the organization relevant to your business goals as payback for conference investment.* | | |
| **1** |  | |
| **2** |  | |
| **3** |  | |

## Cost Summary

|  |  |  |
| --- | --- | --- |
|  | Budget | Actual |
| Conference Fee | $ | $ |
| Airfare | $ | $ |
| Transportation | $ | $ |
| Hotel | $ | $ |
| Meals | $ | $ |
| Total | $ | $ |

## Session ROI

*Please reference the notes you took onsite using the ROI Session Worksheets. Insert additional  
session fields as needed by copying and pasting table.*

|  |  |
| --- | --- |
| Session Title |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |
| **Session Title** |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |

|  |  |
| --- | --- |
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| **Session Title** |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |

## 

**Private Briefing ROI** *Please reference the notes you took onsite using the ROI Worksheets for your Gartner Analyst One-on-Ones  
and your Exhibitor Face-to-Face meetings. Insert additional briefing fields by copying and pasting table.*

|  |  |
| --- | --- |
| Met With |  |
| **Discussion Focus** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  | |
| **Action Items Identified** |  |
| **Estimated Impact** |  |
| **Met With** |  |
| **Discussion Focus** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  | |
| **Action Items Identified** |  |
| **Estimated Impact** |  |

|  |  |
| --- | --- |
| Met With |  |
| **Discussion Focus** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  | |
| **Action Items Identified** |  |
| **Estimated Impact** |  |

## Business Relationships

*Include contact information for all presenters, exhibitors and attendees that would be useful for your   
company to contact post-event to address your business priorities.*

|  |  |  |  |
| --- | --- | --- | --- |
| Name |  | Contact Details |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
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| **Name** |  | **Contact Details** |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |

## Exhibitor ROI

*List vendor solutions that you researched onsite for post event follow-up that align with business priorities.*

|  |  |  |  |
| --- | --- | --- | --- |
| Exhibitor Name |  | | |
| **Solution of Interest** |  | | |
| **Name** |  | **Contact Details** |  |
| **Description** |  | | |
| **Exhibitor Name** |  | | |
| **Solution of Interest** |  | | |
| **Name** |  | **Contact Details** |  |
| **Description** |  | | |
| **Exhibitor Name** |  | | |
| **Solution of Interest** |  | | |
| **Name** |  | **Contact Details** |  |
| **Description** |  | | |

## Summary

*Outline additional details on the ROI value to you and your company. In your summary,   
we suggest offering to train others on what you learned and include the date/time of   
your planned briefing in the space below.*

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|  |