

Are you interested in attending an industry event or exhibition and need to convince your boss? We want to assist you with the approval process. If you need to justify the expenses and provide backup to explain the ROI of attending, we have provided you with 4 simple steps to help build your case.

STEP 1:

You first need to determine **3 personal goals** for attending the event that will benefit you and your company. Sample goals are listed below:

Goals for Organizers:

This is an opportunity for me to see how meetings, events and exhibition elements can be innovated to enhance our attendee's experience. From ways to create an engaging experience or environment, to peer-to-peer interaction sharing best practices, to experiencing the trends in technology, leadership, strategy development and global trends – this meeting will allow me to see new ideas and techniques at work that I/we could apply to our events and meetings.

Goals for Suppliers:

This is an opportunity for me to engage with industry professionals over **X** days and **X** nights of networking and education which allows me to strengthen current relationship while building new ones. I will have the opportunity to sit side-by-side with decision-making professionals who will allow me to establish new connections and gain insight on innovative ideas and trends. This meeting will allow me to engage with current and potential clients and service partners while exercising new strategies to solve my clients' challenges in revolutionary ways.

STEP 2:

Once you have completed your goals, you will need to complete your **Costs Worksheet**. This document will itemize all the potential costs included for attendance.

STEP 3:

Now complete the **Benefits Worksheet**. This worksheet will itemize all the education sessions you plan to attend and the professionals with whom you plan to meet and network.

STEP 4:

Create a customized **Cover Letter** to your boss to attach with your Costs and Benefits Worksheets to provide to your boss.

Good luck with your presentation!