



HOW TO GET APPROVAL TO ATTEND

PARCEL FORUM 11

OCTOBER 24-26, 2011

HYATT REGENCY O'HARE • CHICAGO

It's difficult enough in a good economy to get approval to attend industry events. Now factor in a struggling one, and you've got some convincing to do. But don't worry, we can help make a compelling case to attend.

To attend or not to attend, that is the roughly \$750 - \$2,500 question! So, how do you approach management seeking permission to attend a professional conference/trade show when your company has just instituted a "travel ban" or is struggling financially in this economic environment? The answer isn't easy! But, if you are prepared to make a compelling case to attend, it can be done and we will help you.

First, you must understand that management will always look at attending professional conferences/trade shows as an "Expense" to the company. Your job is to recognize that and make a compelling case that takes that into consideration. What most companies don't equate into their decision-making process is the, "Return on Investment" opportunity that attending represents. Our job is to clearly define that ROI your company will gain by sending you to **PARCEL Forum, October 24-26th** at the Hyatt Regency O'Hare, Chicago.

UNDERSTANDING YOUR CONFERENCE EXPENSES

Before you approach management, you must recognize and identify all related expenses associated with attending **PARCEL Forum**. Below is a list of expense items that you'll need to consider.

Conference Registration: \$ 495 - \$1,295 (*depending on the conference program you choose*)

Flight: \$ 200 - \$ 400 (*if airfare is required*)

Mileage Reimbursement: Multiply 48.5 cents/mile (*if you drive to the forum*)

Parking: \$20 per day (*if you are driving to the forum*)

Lodging: \$215 plus tax, per night (*multiply by # of nights required*)

Transportation to and from Airport: \$ No Cost.
(*Hyatt provides free shuttle service*)

Food & Beverage: \$50 estimate per day (*PARCEL Forum provides two lunches, reception and conference refreshment breaks*)

SPECIAL BONUS! If you register for our Platinum or 2 Day Conference Package you are eligible to receive a \$150 Airfare or \$50 Drive-In Rebate to help offset expenses.

www.PARCELforum.com



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COMMUNICATING THE ROI

Here's the more difficult part! Many benefits from conference attendance are hard to quantify and some won't be realized for six months to a year or more down the road. Some would argue the top benefit of attending a conference is the networking value. Where else can you find so many industry contacts facing the same issues as your organization? How do you quantify or place a hard value on networking? When you approach management for approval to attend a conference/trade show, don't focus on how much you want to go; focus on what you will specifically bring back to the company as value for their investment.

FOR EXAMPLE, POINT TO THE FOLLOWING:

Conference Session Content: There are sessions being offered that speak to issues you are dealing with right now that are costing the company money. Highlight them in the conference program printout from our website. After learning about cost-saving measures, let them know you will come back with ideas that can be implemented with savings that most likely far exceed the cost of the conference.

Vendor Contacts: There are numerous exhibiting companies that have solutions that can help your company solve a particular issue. You will be able compare various solutions.

Best Practices: There are specific customer Case Studies being offered that show how a company overcame the same challenge your company is dealing with right now.

Training: The conference offers workshops that will help you do your job more effectively and efficiently.

SELLING THE BENEFITS OF ATTENDING

OK, so now you understand expense associated with attending and more importantly, the value of attending PARCEL Forum. How you communicate or "sell" this information to management is up to you. Just remember; salespeople don't let customers infer the value of what they are selling, they make that leap for them.

If you need any additional information on attending **PARCEL Forum**, please feel free to call us at **866.378.4991** or email: jdunkel@EventEvolution.com

Sincerely,

A handwritten signature in blue ink, which appears to read 'Joel Dunkel', is written over a light blue horizontal line.

Joel Dunkel
President

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