

17TH Annual Southland Technology Conference

October 14th & 15th @ Long Beach Hilton

Create Your Plan to Gain Approval to Attend SoTeC

To attend Southland Technology Conference (SoTeC) 2016 you may need support, ranging from time off to payment of expenses. To get this support, you'll need to demonstrate return on your company's investment (ROI).

It's obvious that you and your career will benefit when you attend Southland Technology Conference 2016. But how will your company, your managers and your co-workers benefit?

To make the best case, put yourself in your manager's place. Keep these questions top of mind:

- Where are the skills and knowledge gaps in your department?
- Will sharpening up your expertise in a particular area such as Project Management, Business Analysis, ITIL, or Quality Assurance give your company a competitive edge?
- What's your plan to share what you learn, so you can help elevate your whole team?
- And, as always, what's the bottom line? How can I save everyone money and time?

Here's your plan

What: Take a short block of time to agenda and the track that best fits your objectives. Mark sessions that catch your eye, giving them a point if they'll benefit you, your projects, your team, and your organization. Whichever sessions get the most points win. Choose one to three sessions to mention when you talk or write to your manager.

Who: Find out who will be in attendance. Note potential partner and competitor companies with whom you could build relationships or from whom you could learn. Think ahead-who's now working in areas that your business is growing into? Don't be hesitant to drop names.

How much: Get the discounts you're entitled to, such as a Corporate group or early bird specials.

Why: We've created a letters for your supervisor that quickly captures the benefits of their investment in supporting your attendance. Choose the one that applies to your area of specialization and customize it to send to your manager. Review this information found on the conference website:

- Conference Overview for the Southland Technology Conference
- Letter to Manager for the Southland Technology Conference

See more at: <http://www.sotecconference.com>