JUSTIFICATION TIPS

Time spent at the 7x24 Exchange Conference will help you develop professionally but will also enable you to take valuable information and tangible benefits back to your organization. The most effective way to gain approval to attend is to focus on what you will bring back to the organization to demonstrate return on the investment (ROI).

Here are several tips on gaining approval for attending the 7x24 Exchange Conference:

* Offer to share a short presentation and host a Q&A session for your colleagues or team members to share what you learned.
* Inform your manager that you will have access to all session handouts and recordings to share with your colleagues once you return.
* Explain the many opportunities to network and come back with contact information that may prove helpful for future business.
* Be ready with a plan that shows who will handle your responsibilities while you are attending the conference.
* Look for ways to reduce the cost of attending, such as considering various hotel or travel arrangements.
* Volunteer to fill out a report with your notes and practical next steps gained from each session you attend.
* Finally, be enthusiastic as you ask for approval. If you seek approval with energy and confidence, your manager may be more willing to consider your request.