



CONFERENCE
Where data meets ideas.

OCTOBER 10 -12, 2023

Convince Your Boss

We know it can be tough convincing your boss to let you spend money and time on a conference.

That's why we've created this helpful guide to prove the value of OneConference to your leadership and get you registered right away.

What is OneConference?

The Digital Analytics Association's OneConference is an annual event for the professional analytics community. With 3-days of programming featuring an exciting lineup of 25 globally renowned industry experts and a series of hands-on workshops, this is the one conference we shouldn't miss.

Attending OneConference is a Great Idea Because:

- I can network and hear from experts in my specific industry.
- There are tracks and workshops designed just for analysts, digital marketers, and organizational leadership.
- The cost of workshops is included in the ticket price.
- I will gain insights and best practices relevant to my work.
- The event is hosted in Chicago with a virtual option.

Funding Approval Success Tips:

1) Identify What Your Employer Labels Conferences

Many organizations invest in their employees continuing education. To start the conversation with your boss, find out what your company's policies are. Sometimes, attending a conference can fall under discretionary expenses like education, training, seminars, travel, or infrastructure improvement.

2) Show off Successful Goals

Share a list of your personal objectives. Include things like:

- I will bring back 3 different ideas on how to solve our ___ problem.
- I will meet 4 people who are knowledgeable about ___.
- I will identify 2 technologies we should seriously consider in the next year.
- I will go to 3 sessions that are outside my area of expertise.

3) Agree To Share Your Knowledge

Agree that if your boss will let you go, you will commit to sharing your learnings with the team. You'll host a lunch and learn or a "train the trainer" session to showcase your new found knowledge.

4) Create a Sense of Urgency

Tickets for OneConference are not only limited but prices are increasing the closer we get to the event date.