

Subject: **Conference Funding Approval Tips**

How To Convince Your Boss that going to Building Business Capability is a Good Investment

There's a draft proposal to do just that further down this document, but first some ideas:

Sometimes it's tough convincing the boss to let you spend time and money on a conference. Here are some ideas that will help:

Make a Deal

Explain how **Building Business Capability** is full of presentations, tutorials and immersive sessions that show how to raise revenue, lower costs and increase customer satisfaction. Then make a deal. If you can go to this conference, you will come back with five eye opening ideas, tried and true techniques or proven processes that will demonstrably improve your or your unit's performance. How will you provide evidence that these ideas are working? Here are some tips:

Make the Deal Numerical

Agree that if the boss will let you go, you will commit to
improve (some KPI)
by (some percent)
in (some time frame)
after you get back.

Find Another "Boss"

Seek out the groups in your organization who benefit from your knowledge, then find *their* boss. Prepare a solid business justification. Email and visit potential bosses in person. Borderline on being a pest. They may finally approve the expense just to make you go away. Always have a list of spare bosses in your pocket in case you need them. Before you know it, you have an email thread going between bosses who are willing contribute to the expense.

Show enthusiasm, sincerity and volunteer to sleep in your car, share a room or walk to the conference to reduce the expense. Assuming success, follow-up after the conference with the same list of target bosses, regardless of their contribution. Make sure you have memorable and timely information sharing sessions after the conference. Remember, you want to attend the conference again next year.

Feed Them

Bosses love efficiency. Bosses also love food. If you combine the two, you've got a powerful selling point for approval: Host a BBC Lunch & Learn. When you invite your boss, promise to create a presentation about what you'll learn at **Building Business Capability** - which you will deliver with tasty sandwiches - to

your coworkers. Your boss gets to rationalize the expense as training for the whole department or company!

Find a Different Color of Money

Budgets are tight all over, but not all budgets are created equal. While your department may not have any discretionary coin, there may be a different fund somewhere that can cover a few days of a conference. Talk to your colleagues about possible resources available under different names:

- Education
- Training
- Seminars
- Conferences
- Travel
- New Projects
- Special Projects
- Software Evaluation
- Infrastructure Improvement
- Executive Leadership

You never know until you ask.

Where Else Can We Train the Good People We've Got?

The audience from **Building Business Capability** includes leading experts from across the country and internationally. It has two days of workshops and two days with five tracks covering the whole spectrum of business capability. There's no better way to get all of our people up to speed this fast. PLUS, there's a Bring the Team Discount!

Highlight Some Specific Goals

This is where you get to put yourself on the line. Show your boss a list of your personal objectives. Include things like:

- Bring back three different ideas on how to solve our _____ situation.
- Learn how others have approached their _____ situation.
- Meet three people to add to my personal network who are knowledgeable about _____.
- Identify the two technologies we should seriously consider in the next three months.
- Go to three sessions that are outside my area, so I understand the Big Picture better.

- Find no less than three consultants who can help us.

Need to Convince Yourself?

Wandering the halls of your business is an unlikely way to find somebody who understands your concerns and your worries about business analysis, business architecture, stakeholder engagement or requirements management. **Building Business Capability** is *full* of them.

Got Tips?

[Tell us](#) what you said to convince your boss and help others as they beg, beseech and entreat their bosses to fund their participation. Thanks in Advance!

Keep scrolling – on the following pages is a draft proposal to get you started.

Dear _____,

I would like to attend Building Business Capability 2025. It takes place at **Sheraton Phoenix Downtown, Phoenix, AZ**, from Monday, June 9 - Thursday, June 12, 2025.

I have reviewed the agenda as well as the list of exhibiting companies and feel that the return on the investment would be a major benefit as the event aligns directly to the priorities of our department: **[insert your priorities here]**.

Building Business Capability (BBC) is an industry-leading event that provides relevant topics on building capabilities across people, product, knowledge and data, including issues that affect our current business as it relates to **[insert discipline here - ie: business analysis, business architecture, product management, rules, modeling, etc]**. BBC has been providing introductory, intermediate and advanced level training for professionals over the past 13 years and is known for providing first-class education and training - it is truly the industry's "must-attend" event on pursuing business excellence and competitive capability.

The conference includes over 1200 delegates and speakers from 29 countries. I will have the opportunity to network with my peers from around the globe in order to exchange ideas, best practices and lessons learned during the conference days that offer over 80 conference sessions and 20 tutorials. There are numerous interactive, hands-on sessions, with real practical application.

I believe that my attendance will be a cost-effective investment for the company. Upon returning to the office, I will be able to share the best practices and lessons learned as presented by leading experts and practitioners. I will learn how to avoid costly mistakes and will gain insight from the successes of others.

I am especially interested in these topics that are relevant to our company's situation and believe they will provide direct benefit back to the company upon my return:

[To be filled in by attendee]

[To be filled in by attendee]

[To be filled in by attendee]

I can arrange for others to cover my responsibilities during the days I am attending the conference. Additionally, if we decide to send a team to the event, we can save by taking advantage of group rates (savings starting at \$200 per person).

I am seeking approval for the registration fee and travel expenditures. The conference package is \$_____.

Here is a complete breakdown of the conference costs:

- Airfare: \$_____
- Transportation: \$_____
- Hotel: \$_____
- Meals: \$_____ (breakfast & lunch functions included in conference fee)
- Conference Fee: \$_____
- TOTAL: \$_____

Please accept this proposal to attend as I'm confident in the significant return we will receive for the investment.

Thank you for your consideration,