



# Welcome to... Presenting Your Case to Attend



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women in  
manufacturing®

**SUMMIT 2023**

**SEPT. 25-27**

SAN DIEGO, CA & VIRTUAL

# NEW HORIZONS





# About Me

An irreverent strategist, dedicated to maximizing the potential of people, processes, and platforms to solve complex business challenges. Passionate about bridging business problems with technical solutions, and deliver innovative results that help others succeed.

Besides being an enthusiast of camper vans, I am also a companion to three rescue dogs. I am obsessed about releasing untapped potential, women in manufacturing, and boilers because boilers are beautiful #BBRB.



**Karen Rivera**

Texas State Chair  
Corporate Salesforce Strategist



# What Is SUMMIT?

Three-days of impactful keynote presentations, roundtable discussions, breakout sessions, plant tours and social events designed to expand your network and strengthen the community of women in manufacturing at all levels.



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## Your Business Case to Attend SUMMIT

It can be daunting to write a business case, especially when it's one that involves being complimentary about yourself.

It's hard to overcome the tendency to modesty and self-deprecation, but if you're going to convince your employer of the benefits of sending you to the conference, you have to convince yourself, too.



# SUMMIT Justification Toolkit



## Request Letter

A compelling request letter contains all the necessary information your boss needs to make an informed decision



## Budget

All bosses love to be presented with a fully thought out plan, so price everything before you ask for them to cover the attendance and expenses



## Sample Agenda

Create an outline of your selections with a brief justification for each choice. In your justifications, be specific.



## Post SUMMIT Recap

When you make a post-SUMMIT Recap, use it as an opportunity to reflect on what you learned and how it can be implemented.

## Request Letter

**A compelling request letter contains all the necessary information your boss needs to make an informed decision**

A brief outline for your letter...

- This conference is...
  - Who, what, when, where
- This conference will allow me to...
  - Benefits of attending
- Notable speakers include...
- The full price to attend is...

# Addressing the 5 Ws in Your Request



**Who?**



**What?**



**When?**



**Where?**



**Why?**

**Articulate how the event will benefit you, your organization, and any current relevant initiatives.**

# Highlighting How Your Organization Benefits



**How will this learning enhance what I can offer my employer?**



**Align the conference to your organization or department's strategic plan.**



**How will my employer's reputation benefit from my attending the conference?**



**Provide insights on competitors, innovative technologies, exhibit hall trends, and other pieces of information that may help your company's strategy in the future.**

# How You Will Benefit?



## What personal or professional connections will I make?

Networking allows you to meet new people in your field and establish valuable connections that benefit your career. It can lead to new job opportunities, project collaboration, and exchanging ideas and information.



## What will I learn there?

You get a chance to share and engage in insightful discussions with others on the latest happenings in the industry. Knowledge-sharing is an invaluable opportunity to gain new perspectives and broaden your horizons.



## How will this learning enhance my personal & professional development?

- Find New Prospects
- Build Relationships With Existing Clients
- Meet Experts & Influencers
- Learn New Approaches & Ideas
- Stay Updated On New Trends
- Speak About Your Own Business

# Networking Event You Can't Miss!

## Who will I meet there?

Thought & industry leaders, fellow WiM Members from other chapters, job seekers, potential customers and/or vendors.



## Why is it good for me to meet and network with those people?

Networking allows you to meet new people in your field and establish valuable connections that benefit your career. It can lead to new job opportunities, project collaboration, and exchanging ideas and information.

## Talk to exhibitors first-hand

- Opportunity to be introduced to the newest and most up-to-date products and services
- Relationship building
- There is something for everyone to learn and experience with exhibitors

## Schedule meetings with clients, prospects & partners

Helps with...

- Interpret nonverbal cues
- Come up with ideas
- Limit technology issues
- Build new relationships
- Engage in purposeful small talk
- Address sensitive issues
- Communicate effectively



# Sample Agenda

Not only helps you with your Business Case, it also helps keep you focused on the key takeaways you want to get from the event.

## **Create a sample agenda with a list of workshops and sessions you'd like to attend**

Create an outline of your selections with a brief justification for each choice. In your justifications, be specific.



## **Create a list of 5 speakers who will have the most relevant knowledge to share, and develop a few questions you'd like to ask them**

You can use this list of speakers and questions as another tool to help you prove that the conference will be a worthwhile experience and that you are prepared to make the most of it.



# Budget

You can use tools like Travelbank's Travelator to help you calculate all of your estimated costs.

Don't forget to emphasize

- Early Bird Registration Savings
- Chapter Leader Registration Savings



Registration Fees



Transportation



Hotel



Meals



# Post Event Recap



## Key Takeaways

Reflect and discuss on the key events and takeaways you learned and how it can be implemented back in the workplace.



## Connections

Summarize the connections made and how they can benefit you and the organization.



## Photos

If photos are allowed, include photos of the plant tours you attended as well as the other events throughout the conference. You can also use the photos on social media while at SUMMIT as a way to thank you organization for investing in you.



## What If They Say "No"?

- Don't take it the wrong way. The last thing you want to do is become bitter and act hasty about it.
- Thank your Boss for taking time to review your proposal.
- If it is a budget issue, ask when would it be a good time to discuss including the conference in next year's budget.
- Inquire about attending virtually

# What Questions Do You Have?





# Thank You

LOOKING FORWARD TO SEEING  
YOU IN SEPTEMBER...



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