

Convince Your Boss: The ROI of HOW Design Live

Anyone who's been to a HOW Design Live conference will tell you it's an incredible, inspiring experience. But if you're going to ask your employer to pick up the tab, you have to make a bold case for attending.

So here's a bit of tactical advice on getting your manager to send you to HOW Design Live next year: It's not about you.

To be effective, any persuasive argument has to focus on what's in it for the person you're trying to persuade. What does the boss have to gain by sending you to HOW?

Here's how to position the return on investment for your company:

- ▶ **1. You'll become a bigger asset to the company.** This conference isn't just about creativity; it's a professional development event focused on the business of design. You'll learn how to think strategically, develop design solutions that meet the company's current challenges, engage with clients and effectively communicate with audiences to grow your business.
- ▶ **2. You'll bring back best practices from the world's top brands.** The presenters at HOW share real-world case studies from a broad spectrum of successful brands and organizations, including Coca-Cola, Pfizer, Kraft Foods, Hershey, Publix Super Markets and Hermann Miller. You'll learn how these companies leverage branding, communication and design for bottom-line growth—and how your organization can do the same.
- ▶ **3. You'll improve your team's collaboration and workflow.** Doing great work for your company means more than designing another marketing brochure. At HOW Design Live, you'll attend sessions on running better meetings, working smoothly with colleagues (both inside and out) and handling feedback and criticism.
- ▶ **4. You'll save the company money by discovering new tools, vendors and resources.** In the Exhibit Hall, you'll meet new vendors with the latest solutions (and maybe even better pricing), including innovative suppliers of printing, paper, stock imagery, software and other tools of the design trade. When your team is shopping for goods, software or services, you'll be equipped to make smart choices and negotiate better deals.
- ▶ **5. Everyone else on your team will benefit, too.** In every session and in every conversation, you'll be collecting new ideas for working smarter—ideas you'll bring back to the office the very next day. And if you register for a Big Ticket, you'll also access all the handouts and audio of most sessions, even those you didn't attend, which you can share during staff meetings. All of these ideas, presentations and materials offer ongoing opportunities for your team to learn and grow together.

Bolder ideas. Smarter solutions. Improved collaboration and processes. Efficiencies, cost-savings and better employee performance.

The bottom line? HOW Design Live offers tremendous returns on investment.

Sit down with your boss and make your pitch based on these 5 selling points. Don't forget: Conference costs may be tax-deductible as a continuing education and professional development expense. And be sure to remind your manager that everything you learn at HOW will improve your team's output—and make her look like a superstar.

