

## Justify Your Attendance at TDWI's World Conference

Travel and training budgets are tight, and it's difficult to get approval to attend events and conferences. You recognize the value of attending TDWI's World Conference, but how do you communicate that to your employer?

One of the best ways to get approval to attend a conference is to connect your organization's goals to your conference experience. Below we have listed some of our attendees' common goals, and illustrated how TDWI helps meet these needs. We hope that this will help you make your case for attending TDWI's next World Conference.

<b>Your Goal</b>	<b>How Attendance at TDWI's World Conference Supports Your Goal</b>
<b>Objectively evaluate the pros and cons of various BI/DW strategies</b>	TDWI does not advocate for a particular methodology. Instead, we'll help you examine the possibilities from many different angles so that you can make decisions that are right for your business.
<b>Understand the link between business needs and IT activities</b>	The most successful projects align business needs with IT objectives. TDWI conferences have a variety of courses that help make the connection between business and IT.
<b>Validate the direction of your current BI/DW initiatives</b>	TDWI courses and instructors can help you validate the current direction of your BI projects and avoid common pitfalls along the way. Our one-on-one Guru Sessions allow you to speak directly with an industry expert about specific challenges you face.
<b>Obtain unbiased, vendor-neutral information</b>	TDWI provides you with unbiased, vendor-neutral information and education so that you can objectively evaluate different solution providers and their technologies to find the one that best meets your needs.
<b>Document your expertise with credentials</b>	You've taken classes and backed up the coursework with real-world experience. Now document your expertise by getting your CBIP certification. You can take exam prep courses, talk with CBIP program representatives, and sit for the certification tests at TDWI conferences.
<b>Make a business case for your BI/DW project</b>	Often the hardest part of a project is getting backing from the appropriate business sponsors. Solidify your position by learning how to make a sound business case for BI/DW projects. TDWI conferences provide several courses that will help you define and present your business case and speak in terms that are meaningful to the business.
<b>Stay current on industry topics and keep your skills up to date</b>	TDWI constantly reviews and refines our curriculum based on feedback from attendees and careful analysis of market direction, making sure that the courses in our curriculum are up to date and represent the most current thinking in the industry.
<b>Network and share best practices with your peers</b>	TDWI conferences provide you a wide variety of networking opportunities, including sponsored lunches, peer networking sessions, evening receptions, and hospitality suites.
<b>Gain fresh ideas and get inspired</b>	With over 50 full- and half-day courses, access to industry-leading experts, a hype- and hassle-free Exhibit Hall, and many opportunities for networking, TDWI conferences help you see your work in a new perspective. Get inspired, and take new ideas and approaches back to the office!