

## **Justifying Your Attendance at the MAILCOM Conference**

Much discussion is focused on the legitimacy of attending conferences and trade show programs. The reality is that it is the most cost-effective method of obtaining education, information and establishing a network.

### ***Conference attendance allows you to:***

Learn first-hand from industry experts who have successfully implemented technology and find solutions.

- Keep up to date on new and emerging technologies
- Great opportunity to create a professional network
- Create talking points to communicate more effectively with exhibitors
- Get immediate answers and solutions to issues within your organization
- Gain knowledge on new products and services that can decrease expense and increase productivity
- Receive Certificate of Completion for Courses attended
- Prepare to achieve professional certification

### ***Trade Show/Exhibition Events allows you to:***

- See the latest in technology
- Learn about new product announcements
- Visit vendors in one location
- Get answers directly from vendors on the exhibition floor
- Do some "comparison shopping"
- Seek solutions and find new technologies

### **Who should attend this conference?**

The person(s) responsible for internal and external mail, print, marketing, and/or distribution operations in corporations, institutions, and government including Executive and Senior level Management, Chief Information Officer (CIO), Owners, Consultants, Influencers, Technical Staff, Implementers, Sales, Operations and Production, Industry Leaders, and Vendors.

### ***Why should you attend?***

In order to justify your company's investment, you should outline the purpose, objective and benefit of your attendance.

First, make a list of the things you would like to accomplish and include: Current issues in production, budgeting, cost containment/reduction and education in areas that would benefit yourself and your company at your company.

- Identify any developing technologies that would benefit your company?  
List issues you need to discuss vendors about?
- Identify ideas that will increase revenue and/or decrease costs?
- Are you looking to justify the cost of new technology?
- Are you working on professional certification? Could a conference help get you there?
- Identify benefits of expanding your personal and professional network?
- List the vendor you will be meeting.

***What you will learn: should you attend?***

The latest strategies for managing mail and distribution operations, business services, and printing to improve efficiency and lower costs are featured

**The Cost: Discuss the Cost and Justification**

Registration fees range from \$895 to \$1,095.00 a full conference enrollment (includes meals) - and group discount rates are available for two, three and four delegates from the same company.

**Presenting to Your Management**

The first and foremost communication should be a formal memo to your manager requesting attendance and why. A sample memo requesting attendance and the following talking points will assist you in making the case for you to attend.

Send memo or your company's standard request form and be sure to include scheduling a follow-up meeting with your boss to discuss the request

***Focus on the points you wrote and review its relevancy to your company and/or you.***

MAILCOM has been hosting this conference for over 30 years and it is regarded by the industry as "the premier educational event"

While at MAILCOM I will seek solutions for "xyz" problems and believe my attendance would benefit the company as follows:

List three things:

- 1.
- 2.
- 3.

The educational training and experience are excellent and course attendance guaranties a Certificate of Completion that can lead to professional certification

Having vendors in one place at one time can reduce the time spent while at the office researching and meeting with vendors.

I plan on meeting with "x" vendors to discuss these issues

I am going to attend the following sessions to learn about opportunities to reduce costs and improve efficiencies in the following areas:

- 1.
- 2.
- 3.

***How to make it happen and get the ball rolling.***

[Download and print a MAILCOM Registration form.](#)

- [Gather travel and hotel expenses.](#)
- Get corporate travel involved,
- Include these expenses in your annual budget
- Did you budget for this year or are there monies in another departmental budget that are unused?
- Include an associate as it will reduce the overall costs for two to attend.

If required, send your manager a memo, (sample below) requesting approval.

## Sample Memo

To: My Manager

From: your name

Subject: MAILCOM 2024 Atlantic City Conference

MAILCOM 2024 Conference and Exhibition is being held at the Resorts Hotel in Atlantic City, NJ, Sept 30-Oct 2, 2024. The combination of the certificate programs, keynote presentations and vendor area make MAILCOM the event most mail delivery/distribution and document communications professional choose every year as their number one choice to attend

I have reviewed the conference agenda as well as the list of exhibiting companies and feel (insert company name here) and I can benefit from attending.

If given the opportunity to attend, I can accomplish a great deal.

- o Insert your list of "purpose of attendance" from above

The conference fee is: \$ xxx.xx I receive a \$ xxx.xx discount if I register before the deadline of xxx. Taking into account travel and hotel I estimate the cost to be \$xxxx.xx.

I believe this will be a great investment for (insert your company name here) and a good use of my time.

Thank you for your consideration. I will await your approval.

Regards,

Your name here