

Vectors 2019:

Transform Cloud Communications

Justification Toolkit

27th - 30th
OCT 2019 | The Loews Sapphire Falls Resort
Orlando, Florida



SkySwitch

Use These 6 Tips to Make Your Case for Attending Vectors 2019

If you're interested in attending SkySwitch's Vectors 2019, your best bet for approval is making a clear case of how you'll become a more **valuable asset to the company** by attending. Instead of speaking to how attending will benefit *you*, reframe your pitch to speak to how attending will benefit the *company*.

If you focus on your own personal benefit, and not on the benefit towards your organization as a whole, it's easy for your boss to just focus on the price tag and dismiss the idea. So that means when you're pitching an idea to your manager, you can't simply show up—you need to fill in the gaps on how attending comes with an exceptional ROI.

We've created this Justification Toolkit so you can be equipped with all the information you'll need to justify attending Vectors 2019. Integrate these 6 tips into your pitch for a fast-track to approval.

1

Let your boss know that the experience will enable you to learn about UCaaS industry best practices and expand your knowledge about the platform, products and services your company is using.

Since Vectors 2019 focuses on the latest and upcoming SkySwitch updates, you can be even more proactive in pitching ideas for improvement within your company.

2

Remind your boss that by attending as a company representative, you'll have the chance to network with peers that operate in your department and can research new ideas for improvement.

For example, if you work in accounting, you can propose focusing your networking efforts towards vendors and peers that also deal in accounting. That way, your boss can focus their time on networking with those they'll directly deal with.

3

Share reviews from last year's conference and use them to strengthen your pitch! Here's what a few attendees had to say about Vectors 2018:



3

"They're giving you all of the tools in your toolbelt to be successful, whether it's marketing, or sales, or all the latest technology. They have vendors here, they make it exciting and fun, and the interaction with staff - this is a wonderful event and I would highly recommend it to anyone." — **Laura Gray, CEO of Stream Liners Solution Group**

"Your team, the SkySwitch business philosophy, and the broader reseller community were really impressive. What a great advantage these relationships are bringing to all of us. We continue to realize this after only being a part of the community for a little over a year." — **Scott McClelland, President of Vision Voice and Data Systems**

"Vectors 2018 was an amazing experience for me. The networking was great, and I learned a lot from the educational sessions. Undoubtedly the most valuable industry event that I have attended in a long while." — **Mike Reynolds, Level 1 Telecom**

4

Offer to prepare and deliver a presentation that shares your experience and key findings with the rest of the team who couldn't attend. (We even have a post-conference worksheet to help you build that presentation.)

5

Reassure your boss that your workload will be covered while you're attending Vectors 2019. This means you will need to communicate with your co-workers to ensure that someone can cover for your responsibilities, or complete pertinent assignments ahead of time so you have a clear schedule for Vectors. And if possible, you can offer to bring your work on-the-go to address important emails while you're attending.

6

To address the financial aspect, remind your boss that since this conference is an investment towards education and growth, it's a tax write off.

This means there's the opportunity to save a little money at the end of the year. And, since the knowledge gained and connections formed from this event already bring in such a high return on investment, that tax-write is just an extra bonus.

Sample Email to Request Approval for Vectors 2019



New Message



Recipients

Subject

Hi <supervisor's name>,

I would like to attend SkySwitch's Vectors 2019, being held in Orlando, FL, from 10/27/19 – 10/30/19. This is a great opportunity to learn more about our platform and research the innovations in the UCaaS industry, and then apply that knowledge back towards <your company name>.

Here are a few sessions from the event that I think would be beneficial for our organization:

Xxxxxxxxxxxxxxxxxx
Xxxxxxxxxxxxxxxxxx
Xxxxxxxxxxxxxxxxxx

By attending these sessions and others at Vectors 2019, I plan to achieve the following goals:

1. _____
2. _____
3. _____

The conference pass is \$299 and other travel-related expenses are outlined below:

Round-trip Airfare: <\$XXX>

Hotel: \$199 per night

Breakfast & Lunch: Cost covered by SkySwitch

Total: <\$XXX>

Again, attending this conference will grant me invaluable knowledge that I can bring back to <your company name>. I've also attached the conference agenda for your review.

Do you have some time this week to discuss this opportunity together? I appreciate it.

Thank you,

<Your Name>



Post-Conference Report

Complete this post-conference report and submit to your supervisor so they can see how valuable SkySwitch's Vectors 2019 was. You can also use this report as the foundation for a presentation.

Vectors 2019: Transform Cloud Communications

Vectors 2019: Vectors is SkySwitch's annual user-group conference that brings together informative sessions, expert-led workshops, riveting keynotes, networking and more, all under one roof. Vectors is an event designed specifically for the SkySwitch Reseller community so that every SkySwitch partner is equipped with the tools needed to succeed.

Event Website: www.vectors2019.com

Goals Met:

Did Vectors 2019 meet your expectations? Write 3 specific goals you reached by attending the conference and identify how those goals impact you, your department, and your organization.

1. _____
2. _____
3. _____

Networking Notes:

Share examples of the connections you made and include any discussion points or areas to follow-up.

NAME	TITLE	COMPANY	PHONE	EMAIL	NOTES

Breakout Session Key Takeaways:

Identify all of the breakout sessions you attended and write any notes, takeaways or relevant action steps.

SESSION TITLE	KEY TAKEAWAYS

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Exhibitors Notes:

Identify vendors/solutions that you researched while attending Vectors 2019. Include notes for potential partnerships and follow-up actions that align with your organizations' goals and priorities.

EXHIBITOR	CONTACT INFORMATION	NOTES

Overall Summary:

Identify other key learning and experiences that bring value to your role and your organization as a whole.
