

AAOE 2022 Annual Conference

Cost of me attending the conference:
(Pull data from the expense worksheet included in the convince your boss toolkit)

Who is going to be there?
(What relationships will you gain? Is there business you can close? Are there clients or influencers who will be there?)

What differentiates this event?
(What are you getting here that you can't get somewhere else? Will you receive CEUs for attending certain sessions? Are the topics more relevant?)

What answers can I find here for problems our organization is trying to solve?
(List session names, speakers, exhibitors, etc.)

Are there any testimonials from people who have attended in the past?
(Find those testimonials here!)

How will you value the experience of this event?
(The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet)

