

Tips on Justifying Your Attendance at the 2018 Upper Midwest Geospatial Conference (UMGEOCON)

If you are seeking management approval for travel and training expenditures associated with UMGEOCON 2018, it's worthwhile to develop a proposal outlining the benefits to your organization.

Below are 3 easy steps to justify your trip.

1. DO YOUR RESEARCH

When the preliminary sessions guide is released (look for it on the Agenda page) use it to identify conference presentations that are learning opportunities which pertain to your area of business. Additionally, the sponsor/vendor listing on the conference home page will allow you to locate companies whose expertise may address specific needs within your organization. In your request, detail the sessions and sponsor/vendors you intend to see at the Conference.

Top Reasons to Attend:

1. Participate in networking with geospatial professionals from the Midwest region and beyond at this unique gathering of geospatial industry experts.
2. Explore exhibitor displays of products and services of national GIS organizations and companies.
3. Get up to speed on HOT TOPICS in GIS, including: Free and Open Data, Drones, GIS Integration, Mobile Technologies, Cloud Computing, Open Source Software, U.S. National Grid, Remote Sensing, LiDAR and much, much more...
4. Hear directly from geospatial leaders and professionals as they discuss innovative and practical ways to apply GIS to decision making for smarter communities.
5. Discuss how geospatial policy and regulations are changing the GIS industry and brainstorm with community leaders on how to address these challenges.

2. SHOW HOW EVERYONE BENEFITS

Demonstrate how your participation in UMGEOCON will benefit your organization by detailing the sessions and exhibits that pertain to your job. Offer to give a presentation following the event to share new ideas and products that you learned about.

3. GAIN BUY-IN

Put your ideas in writing and submit a formal proposal (*see the downloadable base letter template this page*) to your supervisor.

Strengthen your proposal by aligning your department goals to corresponding conference events. Include technical challenges and decisions that your organization is facing and how peer learning can assist in resolving these issues. Include a schedule of events you cannot miss, including why the knowledge gained will be valuable to your organization.

Make it an all-inclusive proposal by including a budget which breaks out the cost of transportation, meals and lodging. Remember that your UMGEOCON 2018 registration is an investment in your organization and will open the door for a wide range of business possibilities. Importantly, the anticipated total cost for travel, meals, lodging and UMGEOCON registration for most Upper Midwest attendees will be under \$500.