



GEEKY SUMMIT 2017

-- BRAVE THE ASK --

Attendance Justification Toolkit

(show why you should go!)



GEEKY SUMMIT

NOVEMBER 2017 | TELUS SPARK



Thinking of attending **Geeky Summit**?

If you need to convince your higher-ups, keep reading...

For your convenience, we have some advice and tips to help you propose a compelling pitch to your supervisor or manager so you can expense **Geeky Summit** as professional development. Here are some general tips to consider that will help justify your expense:

WHAT'S IN IT FOR YOUR EMPLOYER?

When proposing attendance, focus on specific benefits/value that you will bring back to your organization as a return of investment. What are your organization's greatest challenges at the moment? Is there something you could learn or achieve at Geeky Summit that might help them overcome current challenges? Think creatively - that's what innovation is all about.

OFFER TO GIVE BACK

Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your office. The hands-on workshops that you will be attending offer practical and actionable advice that all employees can learn from - this is stuff you can't read about. Highlight this as an opportunity for the whole team to grow. Your attendance can be useful and actually productive for the whole team.

SHOW THEM THE PLAN

Give your supervisor enough notice to consider the decision (they might have to gain approval from their own manager too). Be proactive and demonstrate that you have already taken into consideration the hours you will be away from the office and your plan to handle any workflow while attending. Simply acknowledging responsibility for this can go a long way to convincing a supervisor.

Why attending Geeky Summit is going to be an asset for your supervisor / manager / employer / organization.



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LEARN

Our speakers are set to share their stories and lessons learned along the way. Our fireside chats are specifically designed to be candid and an opportunity to ask questions. Perhaps there is a challenge at work you are dealing with - this is a fantastic opportunity to gain some insight.

CONTENT

Those attending the participation workshops will walk away with new tools and innovative ideas. Companies can benefit from your new insightful advice, practical solutions, or creative approaches.

NETWORK

Connecting and expanding your network is a huge benefit for your employer. Attending is a great way to introduce their brand to a new audience. Maybe there is talk of a new hire, or project in the works, who knows who you will meet – they could become an asset to your company – that's part of the fun.

SHARE

Geeky Summit is all about celebrating women who are advancing technology and entrepreneurship. Braving the Ask is the theme for 2017. Bringing together attendees from diverse backgrounds, passions, and pursuits creates an ideal environment for sharing and confronting our fears. Together, we will empower and inspire our community - something all organizations recognize the importance of.

GEEKY SUMMIT 2017: BRAVE THE ASK

Learning to harness strength, mentorship and self-advocacy

Through honest conversations about what it means to identify, challenge, and step beyond the fears that keep us from moving forward, we're celebrating the stories of women in technology and entrepreneurship.

At Geeky Summit, attendees will learn:

1. How to recognize resources you may already have but don't yet see
2. Some practical tools to help build confidence when facing intimidating situations



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3. That being brave means different things to different people but the outcome is the same
- you've moved forward regardless of the outcome
4. How unfamiliar technology can be a huge fear but involvement and connections can help it become familiar



GEEKY SUMMIT

Brave the Ask

November 8, 2017 | 9AM - 9PM

TELUS Spark | 220 St. George's Drive NE Calgary, AB

Tickets: Earlybird \$249 | General \$399

Connector \$549 | Student \$150

Register: BE BRAVE - Register today!

www.geekysummit.com

SAMPLE LETTER TO YOUR EMPLOYER

If your manager or organization prefers a written request for your professional development, we have taken the liberty of creating a letter template on the next page that you just need to fill in! Remember, this template is a simple starting point – customize it, add to it, switch things around as you see fit. *You know best what approach to take with your organization.*

Dear,

Geeky Summit is a full-day conference to recognize and celebrate women who are advancing technology and entrepreneurship. The day will be filled with inspirational speakers from across North America and will provide hands-on, practical workshops for those attending. The goal is for attendees to walk away inspired, motivated, and have new tools to start changing the world through technology. For education, networking, and professional development, this event simply has no equal in Western Canada. I believe my participation at Geeky Summit is critical to bring new ideas and approaches to our organization and further my professional development. I would like to request approval to attend. The conference is a full-day event on Wednesday, November 8, 2017, in Calgary, Alberta.



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I'll be amongst the hundreds of professionals engaging with speakers celebrating women in technology with the focus on cultivating diversity in Canada's Technology landscape. I know that embracing diversity and innovation is a goal for our organization and something I personally really value about our team. I also am eager to learn from the practical workshops and return to the office with new approaches and ideas that can help our whole team. I truly believe this event offers networking opportunities that could really benefit our organization and also strengthen existing relationships we already have in our community.

A full schedule of events can be found at <http://www.geekysummit.com>

I am most looking forward to attending the following sessions to strengthen my professional development:

-
-
-

The following are key themes that I hope to gain insight on, which I believe can help our organization:

-
-

The opportunity for me to enhance my knowledge in innovation and technology while representing our company culture benefits both my personal and professional growth as well as our whole company. Additionally establishing connections with other experts and thought leaders makes my attendance at Geeky Summit a wise investment. I will work to make sure we get the full value of this event. I would be happy to provide a report and present to the team my key takeaways from the conference with your approval.

Thank you for considering supporting my attendance at this important professional conference.