



## **Attending an ALA Regional Conference: How to Help Your Managing Partner Make an Informed Decision**

### **1. Show the regional conference brochure to your managing partner**

All events and education sessions are detailed in the brochure, as well as a list of exhibitors. Check the regional conference website frequently as more information is added.

### **2. Get everyone involved**

Share conference materials with your staff and other firm members, and solicit input on which sessions would be most beneficial to the firm. Remember to bring back information for their files, too.

### **3. Formalize your request to attend the regional conference in writing**

Support your request with specific reasons you should attend. Specifically identify what benefits your firm will obtain by your attendance at the conference. What sessions meet objectives and learning opportunities that are of critical importance to your firm?

### **4. Make a list of services and products you'd like to evaluate at the conference**

Sales calls are tedious for everyone involved and they take up your valuable time. Use this opportunity to comparison shop using input from your peers.

### **5. Prepare a budget for the cost of attending the conference**

Maybe you can use frequent flyer miles or hotel points to offset the cost of attending. Would you be willing to share a hotel room with a member of your chapter? You may want to use vacation time for some of the time out of the office -- you're making a commitment to your own education, as well.