

Convincing Your Boss to Send You to the UXIM Mobile Conference

This worksheet explains the benefits and costs of attending the **UXIM Mobile Conference**.

Summary of costs

Convincing your boss to send you to the conference if you don't have the budgeted funds isn't going to happen. Here's what you need to get the green light.

Item	Expense
Conference Fee	\$1,675* (when you use code UXIMBEN)
Hotel costs	\$520
Flight	\$300-\$600
Transportation to and from airport	\$5-\$40
Food	\$100
Total	\$2,400- \$2,735

If you have the budget, it's now time to move to the convincing part.

Understand what your boss wants

Before you present anything, find out what information your boss needs to say, "yes, you must go to this conference."

Match up the two **workshops** and **talks** that best address the pain points your team faces and will move your team's projects forward.

The UXIM workshop pages lay out what you'll learn during the day, the practical take-aways you'll get, and how to implement the new processes and techniques you'll learn.

The benefits you bring back from the conference

- Conference materials from all the workshops and video recordings of all the featured talks.
- Immediate access to one year of **All You Can Learn** by UIE where you'll enjoy over 200 virtual seminars and conference recordings on all things UX.
- Best practices, tools, and techniques to tackle your design issues.
- Insight from networking on how others tackle their mobile design issues

Example of laying out the benefits

Organization's benefits	Specific needs and how the the conference provides skills and tools for addressing those needs
Get the latest UX techniques	Through the two workshops and 5 talks I attend, I'll hear about the latest trends, research, methods, and techniques around UX design
Learn what others are doing in the UX field	It's a great environment to find out how others have addressed similar issues we've come across. The speakers are known for spending time with the attendees and giving advice.
Improve individual and team design skills	I'll do a lunch and learn on the various workshops and sessions I attend so the team gets the key take-aways. I'll also have one year of free access to a library of over 190 UX virtual seminars and past UIE conferences.
Solve a current design problem	We've talked about how to incorporate Atomic design into our process and using fluid layouts, media queries, and flexible images. There are 2 workshops that directly cover these areas. With this information we can move forward at a quicker pace to complete the projects.
Eliminate the need to hire outside UX personnel	Many of the sessions and workshops address the missing skills needed to solve some of the issues we're having. By boosting our skill set it may eliminate the need to hire outside to fulfill these needs.