



How to convince your boss that you should attend CMBEC46 / CESO 2024!

Need help convincing your boss that you should attend?

Here are some suggestions:

1. **Letter of invitation:** Use the accompanying letter to tell your supervisor why it's important for you to attend (e.g., help your facility increase productivity, expand network of peers, stay up-to-date on emerging technologies and trends, etc.).
2. **Session checklist:** Show your boss the list of plenary and continuing education speakers to demonstrate the breadth and diversity of the program.
3. **Share learnings:** Offer to take notes to share learning with colleagues; commit to a "lunch 'n learn" for your department.
4. **Project help:** Emphasize how you can learn from peers who have overcome the same project challenges you're facing. The networking break conversations and session discussions are great for project networking that will save time and money.
5. **Exhibits:** Use the CMBEC46 exhibit list to show your boss the opportunities to network with valuable contacts and to see the latest technology in the Exhibit Hall.
6. **Member and student discounts:** Take advantage of discounted rates if you are a student or a member of CMBES.

We hope your supervisor will agree that your attendance is necessary, and we look forward to seeing you in Toronto!

For more information, or to register, visit the conference [home page](#).