



Attendance Justification Toolkit

dialogue2016.com

Dialogue
2016

Digital transformation for meaningful conversations
Ponte Vedra Beach, FL | September 26-28

Overview

Dialogue 2016 (formerly HP Engage) is this year's place to be for customers, prospects, partners, analysts, and employees of **HP Exstream, HP TeleForm, and HP LiquidOffice**. And we'd love you to join us, too.

We've planned a content-rich agenda with new insights, new product announcements and demos, the latest innovations, new customer success stories, and more networking opportunities, to give you the latest on our customer communications, and capture and workflow solutions. It's all happening in beautiful Ponte Vedra Beach, just 30 minutes from Jacksonville, FL at the **Sawgrass Marriott Golf Resort & Spa**.

We chose to rebrand the event to "Dialogue" 2016 to focus on the valuable personalized, two-way conversations happening across a variety of channels and devices—whether it's between us and our partners, partners and customers, or you and your customers.

At the event, we're bringing together hundreds of IT and marketing professionals to get the latest on the state of the industry and new product developments. You'll have opportunities to speak with HP experts and network with your peers across industries.

This is the must-attend conference for users of:

- HP Exstream
- HP TeleForm
- HP LiquidOffice

This Justification Toolkit is a step-by-step guide for anyone seeking approval to attend Dialogue 2016 and includes:

- Reasons why your employer should send you to Dialogue 2016, *page 3*
- Attendance justification letter, *page 4*
- Cost/benefit of attending worksheet, *page 5*

Why should my employer agree to send me to Dialogue 2016?

Product education

Dialogue 2016 will offer approximately 40 innovative sessions from some of the top thought leaders in the industry. We will offer introductory and deep dive technical sessions, as well as a track on business insights, to cater to different levels of expertise and interest. You will learn the latest and greatest and get tips on how to get the most value from your HP Exstream, HP TeleForm, and HP LiquidOffice products. Start by reviewing the Agenda, select your top choices, and explain how they relate to your goals.

Networking

Meet hundreds of like-minded professionals who will share their ideas, experience, and best practices. There's nothing like professional relationships to motivate and enhance your impact on your own organization. Dialogue 2016 will provide you with invaluable opportunities to make connections.

Technology insights

The Dialogue Solution Showcase brings together HP technology experts and a variety of technology partners, all exhibiting in one exciting space. This is an unprecedented opportunity to learn, see, and experience the very latest products and services available from HP and Dialogue 2016 sponsors.

Share your experience

Offer to give a presentation to fellow staff on the information you learned and share materials you received from the conference with your team.

Cost/benefit worksheet

You must clearly understand your conference expenses to justify allocation of funds from your organization and prove a return on investment (ROI). To help you calculate your meeting expenses, complete the attached Cost/Benefit Worksheet.

When determining fees, be sure to look at your options. Do you qualify for any registration discounts? Will you register in time to take advantage of early bird discounts? Review the Registration Information to ensure you are taking advantage of the best rates available. You will find that these prices reflect a very cost effective "bang for the buck."

Sample justification letter

Use the following sample letter as a starting point for putting together your request for attendance. We hope that you find this Attendance Justification Toolkit useful and that you will obtain the necessary support to attend Dialogue 2016. We look forward to seeing you in Ponte Vedra Beach, FL!

For more information, visit www.dialogue2016.com

Sample Justification Letter to attend Dialogue 2016

[Date]

Dear <Manager's name>,

I would like to request approval to attend Dialogue 2016 on September 26 – 28 in Ponte Vedra Beach, FL. This is HP Software's premiere customer event of the year on the digital transformation happening in customer communications, capture, and workflow, and I believe my attendance is a good investment for the following reasons:

Corporate vision and strategy: Senior executives will reveal the latest plans for technologies for customer engagement, capture, and workflow, as it pertains to sweeping changes happening via the digital transformation and multichannel customer communications. This knowledge will help inform how our organization can provide better customer engagement experiences through technology. I expect to gain valuable insights from these keynotes, general sessions, breakout sessions, and in the Solution Showcase.

Product education: I will have the advantage of first-hand exposure to HP Software's customer engagement portfolio of products, solutions, and services at one time, as well as the opportunity to meet with technology experts, key business leaders, and systems integrators.

Technology insights: The technology sessions will give me an opportunity to see what HP has in its development pipeline and understand how I can leverage our current HP investments to achieve business growth.

Skill building: The conference will improve my technical skills and knowledge of HP Software customer engagement products, resulting in greater contributions to our company's overall success.

Networking: Dialogue 2016 is the premier event for HP Exstream, HP TeleForm, and HP LiquidOffice customers, and offers a perfect opportunity to exchange ideas, information, and best practices with people who share our interests. I will also have access to a variety of HP experts including product and support managers, professional services, and senior leaders.

The cost of a full conference pass is \$549 registration fee if I register by July 31, plus travel costs. For your convenience, I have attached an estimated breakdown of the anticipated expenses. I anticipate total support to be approximately \$_____.

Thank you in advance for your consideration and please let me know if you would like additional information about Dialogue 2016.

Best regards,

<Requestor's name>

Cost/Benefit
Worksheet

Use this worksheet to calculate your estimated Dialogue 2016 expenses.
Note: We are offering a buy-2-get-1-free when registering three people from the same organization.

EXPENSE	GUIDELINE	COST
Conference registration	<i>Early bird rate (until July 31)</i>	\$549
	<i>Standard rate</i>	\$699
Flight	<i>Try to book travel at least 3 weeks in advance for cheapest rates.</i>	\$
Lodging	Special rate: \$169/night plus resort fee, for a total of \$184/night plus tax. <i>Please book the Dialogue 2016 discounted rate through the online registration system.</i>	\$
Transportation to airport	<i>Airport transfers on Monday and Thursday will be provided free of charge. If you travel on other days, taxis are approximately \$75 one way. Uber/Lyft is approximately \$40 one way.</i>	\$
Mileage reimbursement	<i>Driving to conference? To the airport for your flight? Use Google Maps to calculate distances.</i>	\$
Parking reimbursement	<i>Include airport parking for departure and Hotel parking: Valet hotel parking is \$24.00 daily.</i>	\$
Food per diem	<i>Breakfast, lunch and breaks are included for Monday, Tuesday, and Wednesday. Dinner is included on Monday and Wednesday evenings. See agenda for details.</i>	\$
SUBTOTAL		\$
<i>Total number of employees attending</i>		
TOTAL		\$