CONVINCE YOUR BOSS

## You’re convinced that you want to attend the CBM CONNECT + RELIABILITY CONNECT Conference, and we really want you there; now it’s time to convince your boss!

Most managers will be concerned about the return on investment—every dollar must be justified, and so does the time away from the office. But don’t worry, we’ve got you covered. Use these tools to show why your organization needs to invest in the CBM COONECT + RELIABILITY CONNECT Conference!

##### **FIND REAL SOLUTIONS TO YOUR TOP OPPORTUNITIES**

**The CBM CONNECT + RELIABILITY CONNECT Conference is the industry’s leading event to advance your knowledge and skills in reliability and condition monitoring; including Vibration Analysis, IR Thermography, Wear Particle, Oil Analysis, Motor Testing, Ultrasound, Lubrication, and precision maintenance technologies such as lubrication, precision alignment and field balancing— depending on what conference you attend there are 12 – 50+ educational sessions focused in one to four streams. You will learn what’s going on in the industry, find out what strategies your peers are implementing, and discover how they are tackling similar issues you are facing. In short, you’ll learn new strategies and solutions to solve some of your biggest opportunities.**

##### **MEET AND LEARN FROM THE TRENDSETTERS**

**Our speakers, attendees, and exhibitors are at the forefront of the industry; they are the game-changers. They won’t just be presenting to you; they’ll be sitting next to you, attending sessions, and having lunch with you. This is your opportunity to find out how to stay ahead of the curve! Find Real Solutions to Your Top Challenges.**

##### **NETWORKING**

**Meet your peers who are also passionate about Reliability (Implementation Strategy Development, People Management, Defect Elimination, Reliability Engineering Analytics, Precision Skills Proactive Tasks, Continuous Improvement, Asset Strategy Development, Works & Spares, and Material Management) and Condition Monitoring technologies (Vibration Analysis, Thermography, Wear Particle, Oil Analysis, Motor Testing, Ultrasound, Lubrication, Alignment, and Field Testing). This is your chance to get up close and personal with them. You’ll walk away with a new set of contacts for sharing best practices and collaboration.**

##### **STAY RELEVANT**

**If you want to stay relevant in your profession, you have to know the latest trends and how to implement them in your organization. With several sessions focused on innovation in each stream, trendsetting speakers, and an EXPO hall filled with 20+ offering today’s latest products and solutions, there is no better place to take the pulse of the industry than the CBM CONNECT + RELIABILITY CONNECT Conference.**

##### **INSPIRE YOUR TEAM**

**Take what you learn from the CBM CONNECT + RELIABILITY CONNECT Conference and share it with your team. You’ll have the tools and know-how to implement the latest talent development strategies. It’s not just about your personal development. By successfully using what you learn at the CBM CONNECT + RELIABILITY CONNECT Conference, you’ll improve your organization’s bottom line.**

##### **TOOLS FOR CONVINCING**

**Use the following tools to demonstrate the tangible benefits of attending the CBM CONNECT + RELIABILITY CONNECT Conference to your manager. These tools will show your manager that you’ve done your research, built your business case, and are serious about attending.**

### **Manager Letter**

**Customize**[**this letter**](https://thecbmconference.com/wp-content/uploads/CBM20_Conference-Letter-to-Manager.docx)**to help your manager understand why CBM CONNECT + RELIABILITY CONNECT Conference is one of the most cost-effective and valuable conferences for you.**

### **Session and Exhibitor Worksheet**

**Customize**[**this worksheet**](https://thecbmconference.com/wp-content/uploads/CBM20_Conference_Session_Worksheet.docx)**to outline the sessions you will attend, and detail how these sessions will help solve any workplace challenges. Additionally, list the exhibitors you plan to visit; if you’re currently reviewing suppliers, this is the perfect opportunity to request demonstrations and see the products and services firsthand. (see attachment excel worksheet)**

### **Investment Worksheet**

**Fill out**[**this worksheet**](https://thecbmconference.com/wp-content/uploads/CBM20_Expense_Worksheet.xlsx)**to approximate the financial investment required for you to attend.**