



## How to Convince Your Boss to Send you to Tech·Ed 2010 in New Orleans

In a tough economic climate it can be difficult for managers and HR teams to understand the business value of sending –employees to the Tech-Ed conference versus the upfront costs.

Here are some talking points to help you make your case for Tech-Ed with your management.

### Topics that are relevant to our business—today

- Tech-Ed beats other conferences in number and depth of topics with over 17 different tracks and nearly 750 different in-depth sessions about Microsoft technology including:
  - Data Platforms and Microsoft SQL Server
  - Information Security
  - Windows Server
  - SharePoint
- Learn what's next for Microsoft. Technologists need to be ready to advise business decision makers on future technology investments.
- Microsoft experts and partners are available to discuss what is coming and why it's important.

### Add to your skill set.

- Go to expert led hands-on labs. Take a deep dive into the latest technologies with self-paced labs (200+ learning opportunities available).
- Unlimited access to the Technical Learning Center.

### Network with peers and Microsoft experts.

- Networking opportunities including birds of a feather, women in technology, and more
- Get the hard questions answered with everyday access to industry experts and Microsoft product teams.
- Make contacts and share best practices with peers that share your interests and concerns.

### Walk away with tools you can use.

- TechNet subscriptions that give you access to the latest bits, like Windows 7.
- Access to all presentations and speakers when you get back to the office.

### Tech-Ed attendance will help you make the most of your company's tech investments.

- Tech-Ed is a technical education conference with learning tracks about diverse technologies at rich professional level detail unmatched in the industry. Sending staff to Tech-Ed will improve the efficiency of your Enterprise and improve your bottom line by increasing your organization's ability to understand, deploy, and manage these technologies.
- Learning tracks on application platforms show how to use software and tools to build better solutions.
- Learning tracks on business productivity show how to make business information work harder for business decision makers, and show how IT can focus on strategic business innovation.