It seems that in this day and age, the impact of digital transformation is all around us. And with that, the impact that it is having on business is nothing short of profound. Yet, with all of the buzz surrounding the topic of digital transformation, the complexity of the subject matter can be daunting for even the most seasoned professional.

It is for this reason that we have created the IMPACT Conference. A place where executives, cloud and dev-ops experts, data center specialists, and mainframe professionals can all come together to learn about and discuss how digital transformation will be embraced now and in the future.

Therefore, we have brought together the top talent in the world to present in-depth research and knowledge pertaining to digital transformation topics—from cloud, to security, IoT, AI, and so much more. That is why you need to attend this year’s IMPACT.

So now the question becomes: How do you convince your manager to send you to IMPACT 2020? Here are four simple tips that can help you secure your spot at the year’s most important technology conference.
1. APPLY THE TOPICS OF THE CONFERENCE TO YOUR BUSINESS GOALS

The single greatest reason people attend the IMPACT conference is to learn from the world's leading experts on a variety of technology topics. Being able to take what you have learned and to apply that to business goals not just for the coming year, but also for year to come, creates immeasurable value for your career and for the trajectory of your company.

In fact, we can almost guarantee that there are a multitude of digital transformation initiatives either in the works or, at the very least, already being planned by your organization. Being able to learn from experts and to apply that knowledge to accelerate your company's initiatives is invaluable.

2. THE VALUE OF NETWORKING OPPORTUNITIES

When it comes to business, your network is one of the most valuable assets that you have. It represents the breadth of information and talent that you have access to, and an ability to connect people with business initiatives on a potentially epic scale.

At IMPACT, you will have the opportunity to meet with many of the world's leading authorities in their respective subjects, as well as connect with those in similar roles to yours—creating a networking opportunity by reconnecting post-event to discuss business challenges and new ideas, and to take that information and apply it to your company's initiatives. This will make you, your manager, and everyone around you look like rock stars as you introduce a new level of thought leadership and insight into your organization.

3. PRE-EVENT ACCESS TO INFORMATION AND NEWS

Remember that old commercial that stated “Membership has its privileges”? They weren't wrong! By getting your tickets now, you will have unprecedented access to everything from pre-event webinars, to white papers, to articles, and more—all designed to be leveraged by you in your organization. In fact, the value of the educational material alone is worth more than the ticket price. But that is only the beginning: by registering early you will also receive free access to educational sessions at the event, greatly reducing your overall expense.

And think of the benefits. Education is one of the primary jobs of your manager: to continually enable you to further your skillsets and career—all for the good of the company. By enabling you to attend this event, the education you will receive will be invaluable for your ongoing personal development and specialization in your field.
Now that you have a multitude of fantastic reasons to attend, it is time to ask your manager to formalize your attendance. By following these steps, you will greatly increase your chances of attending, while also showing your manager that you are highly proactive in your approach to your job and goals.

**Step 1: Ask at the right time**
Make sure that your manager is in a good place and not in the middle of any big projects or decisions. The more relaxed environment will enable you to have a better chance of an in-depth conversation and for your manager to embrace and better calculate your reasons for going.

**Step 2: Create a proposal**
With all of the great topics being covered, creating a proposal will be easy. Find all the topics and sessions that you would like to attend, create a synopsis and potential learning experience for each, and apply a cost analysis for your attendance. By showing the savings, the overall information, the skillsets, and networking opportunities, you will demonstrate that the benefits of attending will far outweigh the expense of a few days away from the office.

In fact, you should also include things that are far beyond just your own opportunities. Think of your colleagues and team members and all of the information that you will access that will help them with their projects. By linking your experience to your team and company, the value again far exceeds the expense.

**Step 3: The right attitude goes along way**
There is an old saying: “enthusiasm is contagious.” By being excited to attend, and stimulated about all that you will learn and bring back to your organization, your “sales pitch” will go a long way. By taking this approach your team members will become your biggest advocates, along with your manager—knowing that the value is fantastic for everyone.

**Step 4: Buy your discounted ticket today**
IMPACT 2020 will be held in Las Vegas, Nevada, USA, from February 9 to February 12, 2020.
IMPACT 2020 will feature conference sessions, networking events, a tech expo (exhibit space), training, workshops, digital badging, lightening talks, off-site activities, and more. Conference sessions will educate and enlighten, enabling attendees to take a leadership role in their own companies’ digital transformations.