



Talk to Your Employer – Over 80% of attendee's costs are paid by their employers. Don't be afraid to ask! Educate your boss on the benefits for both you and your company. Review the employer justification steps below to help you be prepared to talk to your boss.

Tips on How to Convince Your Boss - Anyone who's been to conference will tell you it's an incredible, career enhancing experience. But when you ask your employer to pick up the tab, we know you must make a bold case for attending. Here's a bit of advice on getting your manager or business decision maker to send you to an AAPC Conference: **It's not just about you. It's about how you AND your entire team - in fact, your company - will benefit from the information and insights you'll gain.**

Be Prepared

- Review the full conference agenda with over 40 sessions and map out your customized conference agenda. AAPC offers tracks across a variety of topics and disciplines, so you can choose a mix of sessions that benefit you personally and some that benefit your organization. You might even plan to show your manager the sessions and let them choose a few sessions they would like you to attend.
- Prepare a **persuasive letter** for your boss. Include a few of the sessions you'd like to attend and name-drop some speakers.
- Ready your argument that attending conference will make you a bigger asset to your company.

Pick the Right Time to Talk About It

- Lay the groundwork with your letter, then schedule a brief meeting to state your case in person.
- Explain the ROI on sending you to the event. I.E., the knowledge benefit for you and your company as well as networking connections to benefit all.
- Tell your manager you'll bring back best practices from leading experts, thought leaders, and organizations.
- Talk about why you are choosing the sessions you want to attend and how the skills will complement your capabilities and those of the organization.
- Tell your manager conference packs a full year's worth of value into just 3 days.
- Walk through the conference website to review the agenda and speaker lineup, adding credibility and transparency to your request. Visit www.healthcon.com for details.
- Explain that you will take accountability and return ready to present your findings to the team and how they can be implemented into your current work processes.

Respond to Objections and Questions with Confidence and Detail

- You probably already know the questions or objections your boss will have, impress your boss with your communication skills by being prepared to answer the expected AND unexpected.
- **Objection: "It's too expensive."** **Your response:** "This isn't just a four-day conference; I see it as an investment. The learnings can have real impact on our organization's bottom line. I'll capture detailed notes from every session, so our whole team can learn along with me. And conference offers group and corporate discounts and discounted lodging."
- **Objection: "You can't be away from the office for several days."** **Your response:** "I might be away from the office, but I will still be working when I can. WiFi will be available, and the schedule allows me to move between tracks and sessions. I'll be able to stay connected at the same time I'm gathering information and best practices that will take our team's work to the next level."
- **Objection: "How do I know this a credible conference and a good use of your time?"** **Your response:** "AAPC is the world's largest training and credentialing organization for the business of healthcare, at over 200,000 members."