

Management Justification

As a Microsoft technology expert, you should be at TEC 2011. So should a couple of your colleagues. But how to convince the boss? Build a Management Justification using this tool, and we'll see you in Las Vegas for TEC 2011.

What is TEC 2011?

The Experts Conference (TEC) provides advanced training and deep dives for experienced (6 months or more) Microsoft technology experts. TEC 2011—for the experts, by the experts—features Directory & Identity, Exchange, SharePoint and Virtualization & Cloud conferences.

Advanced Training for the Experts, By the Experts

TEC for Directory & Identity

In-depth instruction on the full Microsoft identity stack, including Active Directory, Federation, and Forefront Identity Manager (FIM).

"...given my role as the Active Directory lead, this would be the first conference on my list to attend every year."

– Mike Dina, BG-Group

TEC for Exchange

Dive deep into the Microsoft Exchange Server messaging platform.

"...well on its way to putting on a conference that will become well known to the Exchange community..."

– David Espinoza, Microsoft

TEC for SharePoint

Intense training on the Microsoft SharePoint collaboration and content management server.

TEC for Virtualization & Cloud

Intense training on server and desktop virtualization and cloud computing.

Conference Details

Website & Registration:

www.theexpertconference.com

Location:

Red Rock Casino, Resort & Spa
11011 W. Charleston Blvd.
Las Vegas, NV 89135
www.redrocklasvegas.com

Dates:

- » Pre-Conference Workshops
April 17, 2011
- » TEC for Directory & Identity
April 17-20, 2011
- » TEC for Exchange
April 17-20, 2011
- » TEC for SharePoint
April 17-20, 2011
- » TEC for Virtualization & Cloud
April 17-20, 2011

Who Should Attend:

Administrators with a minimum of six months of experience. The Conference was created to fill the needs of the most experienced users, and it will address and answer the toughest directory services, identity management, Exchange, SharePoint, virtualization and cloud questions. For this reason, it is critical that the audience have enough experience to not only benefit from the content but also share their own valuable insights.

TEC 2011 Will Allow You to:

- » Learn from experienced speakers—many of them Microsoft development leaders and MVPs.
- » Share your valuable insights so that as you learn from others, others will learn from you.
- » Actively participate in 3 days of sessions with leading Microsoft professionals and other industry heavyweights—individuals who would likely charge \$500/hr or more outside the conference.
- » Bring a fresh perspective to the challenges you face in your organization.
- » Network with others and exchange knowledge that may help your organization resolve issues.

"It's a great networking and knowledge sharing event."

– Alexander Visser, KPMG

Estimated TEC Costs vs. Hiring a Consultant

The Experts Conference	Register before Dec. 31, 2010	Register from Jan. 1 to March 31, 2011	Register April 1, 2011 or later	Average cost for a TEC speaker ¹ (24 hours x \$500/hr)	Average cost for an experienced consultant ² (24 hours x \$258/hr)
Conference fee ³	\$1,445.00	\$1,645.00	\$1,845.00	NA	NA
Hotel (\$145 x 3 nights, excluding taxes)	\$ 435.00	\$ 435.00	\$ 435.00	NA	NA
Avg. Airfare to Las Vegas ⁴	\$ 400.00	\$ 400.00	\$ 400.00	NA	NA
Total Cost⁵	\$2,280.00	\$2,480.00	\$2,680.00	\$12,000.00	\$6,192.00

1 Based on direct conversations with several TEC speakers.

2 From "Report Summary: Fees, Utilization, and Key Metrics in Consulting 2007" published by Kennedy Information, Inc. Rate is for a senior/experienced consultant. Rate for new consultants with little to no experience is \$195/hr.

3 Conference fee includes all food, beverages and conference materials.

4 Bureau of Transportation Statistics, U.S. Department of Transportation. <http://www.bts.gov/xml/atpi/src/resultTop100.xml>

5 Add \$395 for the pre-conference workshop.

"...at TEC we find ourselves surrounded by people speaking the same jargon even if their native language is different, our acronyms are harmonic."

– Craig Martin, Edgile

Making the Case for TEC 2011

Just print out the request form on the next page, and follow the instructions below for completing your request. Then start packing for TEC 2011!

1. Write your name, then check which conference you'll be attending and whether or not you'll attend both the pre-conference workshop and the conference—or just the conference. (Add \$425 per pre-conference, half-day workshop.)
2. List the challenges your organization is facing, then provide specific TEC 2011 sessions or benefits that will help your business overcome those challenges.
3. Enter the estimated conference expenses into the cost comparison.
4. Indicate how you will share the information with your colleagues after you return.
5. Print the agenda for the conference you'll be attending and attach to the request form.
6. Sign, and submit to your boss for approval.

The Trip Report: Summarizing What You Learned

Lay the groundwork for TEC 2012! Create a trip report showing what you learned at TEC 2011, and how that training helped you and your organization. Some things to include:

- » General conference information
- » Presentation and keynote speech summaries
- » Vendor presentation summaries
- » Contacts you've met and how they might be able to help
- » Products that can resolve your technical issues
- » Ideas you can put to work right away

Then share your experience—via written report or presentation—with colleagues who were not able to attend TEC 2011.

Even better? Document changes made as a result of what you learned at TEC 2011 as part of your organization's change control policies. When TEC 2012 rolls around, you can instantly create a report showing all the positive changes that resulted from TEC 2011.

Finally, use TEC 2011 as a solution resource. Ask around, check out the vendors. And avoid spending countless hours at your desk researching solutions you may need.

"All in all, a very good conference that should be on the short list of meetings to attend for anyone who manages Microsoft technologies."

– Michael Osterman, Osterman Research

Advanced Training Request

Name: _____

Event: The Experts Conference (TEC)2011 for Directory & Identity Exchange
 SharePoint Virtualization & Cloud

Purpose: TEC 2011 offers advanced training around Microsoft directory and identity, Exchange, and SharePoint technologies, led by Microsoft development experts and MVPs.

Dates: Pre-conference (April 17, 2011) Conference (April 17-20, 2011)

Specific challenges I am facing in my job	How TEC 2011 will help me meet those challenges

Estimated Costs & Comparison

TEC 2011 (conference fee + airfare + hotel)	Microsoft development leader or MVP consultant (24 hrs x \$500/hr)	Highly experienced consulting professional (24 hrs x \$258/hr)
	\$12,000.00	\$6,192.00

Post-Conference Trip Report

Following my return, I will summarize what I learned at TEC 2011 with:

- A written trip report to be shared with colleagues.
- A presentation given to my colleagues.

Agenda (*printed from website and attached to request*)

Approval to attend TEC 2011

Requestor

Manager