

Management Justification

As a Microsoft technology expert, you should be at The Experts Conference 2012. So should a couple of your colleagues. But, how do you convince the boss? Create a Management Justification document using this tool—and we'll see you in San Diego for TEC 2012.

What is TEC 2012?

Designed for the experts, by the experts, The Experts Conference (TEC) provides world-class training for experienced (6 months or more) Microsoft technology experts. TEC 2012 features Directory & Identity, Exchange, SharePoint, Virtualization & Cloud and PowerShell 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

Experience the most advanced training available for Microsoft's Exchange Server platforms.

"...well on their way to putting on a TEC 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

Training on server and desktop virtualization and cloud computing.

"...the technical depth of the audience was excellent for the virtualization community..."

–Edwin Yuen, Microsoft

PowerShell Deep Dive

Dive deep into the technical topics and interact one-on-one with key members of the PowerShell community.

Conference Details

Website & Registration:

www.theexpertscconference.com

Location:

Marriott Marquis & Marina
333 West Harbor Drive
San Diego, CA 92101

Dates:

- » Pre-Conference Workshops
April 29, 2012
- » TEC for Directory & Identity
April 29 – May 2, 2102
- » TEC for Exchange
April 29 – May 2, 2102
- » TEC for SharePoint
April 29 – May 2, 2102
- » TEC for Virtualization & Cloud
April 29 – May 2, 2102
- » PowerShell Deep Dive
April 29 – May 2, 2102

Who Should Attend:

Administrators and users with a minimum of six months of experience. This conference was created to fill the needs of the most experience users and it will address and answer the toughest questions in the areas of Directory and Identity, Exchange, SharePoint, Virtualization and Cloud and PowerShell. 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 with the speakers and other attendees.

TEC 2012 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 4 days of sessions with leading Microsoft professionals and other industry heavyweights—individuals who would likely charge \$500 an hour 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, 2011	Register from Jan.1 to March 31, 2010	Register April 1, 2011 or later	Average cost for a TEC speaker (24 hours x \$500/hr)	Average cost for an experienced consultant ² (24 hours x \$258/hr)
Conference Fee ³	\$1,575.00	\$1,675.00	\$1,875.00	NA	NA
Hotel (\$215 x 3 nights, excluding taxes)	\$645	\$645	\$645	NA	NA
Avg. airfare to San Diego ⁴	\$334	\$334	\$334	NA	NA
Total Cost	\$2,554	\$2,654	\$2,854	\$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/experience 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 \$425 per 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 2012

Just print out the request form on the next page and follow the instructions below for completing your request. Then, start packing for TEC 2012!

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, and then provide specific TEC 2012 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 Journey Report: Summarizing What You Learned

Lay the groundwork for TEC 2013! Create a log showing what you learned at TEC 2012 and how that training helped you and your organization. Some things to include:

- » General conference information
- » Presentation and keynote speaker 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 journey, via written report or presentation, with colleagues who were not able to attend TEC 2012.

Even better? Document changes made as a result of what you learned at TEC 2012 as part of your organization's control policies. When TEC 2013 rolls around, you can instantly create a report showing all the positive changes that resulted from TEC 2012.

Finally, use TEC 2012 as a solution resource. Ask around, check out the vendors and avoid spending countless hours at your desk researching solutions that will help drive your organization.

"Our team had another spectacular time and came away with some great ideas to implement going forward. We were able to meet with key players from every one of our areas and get answers to all 45 of the questions we had identified prior to the conference..."

– Toby Gaff, Lincoln Financial

Advanced Training Request

Name: _____

Event: The Experts Conference 2012 for

- Directory & Identity
 Exchange
 SharePoint
 Virtualization & Cloud
 PowerShell Deep Dive

Purpose: TEC 2012 offers advanced training around Microsoft Directory and Identity, Exchange, SharePoint, Virtualization and Cloud and PowerShell technologies. Sessions are led by Microsoft development experts and MVPs.

Specific challenges I am facing in my job	How TEC 2012 will help me meet those challenges

Estimated Costs & Comparison

TEC 2012 (conference fee + transportation+ 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 Journey Report

Following my return, I will summarize what I learned at TEC 2012 with:

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

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

Approval to attend TEC 2012

Requestor

Manager