



How to convince your Boss of the **WUC24?**

A guide on how to successfully pitch your plan to attend the WUC to your superior

Being able to go and visit a Congress often isn't one's own decision, so we created this quick guide to help you outline the benefits and convince your superior to be part of the World Usability Congress.

There are of course many ways of pitching an idea like this to a superior, but we found this simple three steps approach at the same time easy to use as it can be effective.

1

Think about your company's strategy

Think about challenges you and/or your company face right now. Try to find 2-3 challenges.

2

Find a reference

Find talks and events at the **WUC website** that match these challenges and which provide expert knowledge and solutions to these very problems. Try to be as specific as possible and think about every detail.

3

Pitch it

Put together a small presentation or write an Email giving detailed information about the **WUC**. Explain which challenges you face at work and how attending the **WUC** can help approach these challenges.

Include info material like links about the talks and events you think are most interesting and convey what the World Usability Congress is all about by showing last years aftermovie

Present your plan and explain the benefit for you and your company. Give your superior time to consider it and be persistent. Allowing someone to visit a Congress might not be on top of a CEOs mind so remind them.

If you feel that this approach doesn't suits your individual situation we outlined a couple of benefits which might help you promote the World Usability Congress to your superior and colleagues.

1 Practical & Applicable

The lineup of speakers will prove to deliver practical examples and tips. This is the kind of learning that can be put straight into action and improve results from the moment you return to your office desk.

2 Doing not Talking

Many workshops provide an hands-on approach which will leave you with more than just theoretical knowledge. Guided by experts and held in a familiar environment guarantees the best learning experience.

3 International Top Speaker

The World Usability Congress is famous for featuring high quality speakers from leading companies from all around the globe. Experts and Design leader will share their insight in trends and what the future holds.

4 Future Vision

We book well-known trend researcher who will bring us the latest and most interesting technologies. We want everyone to leave ready for the future. In hands-on sessions the participants develop future concepts for important economic sectors, which can be integrated into your company.

5 Real World Examples

Our speakers are all professionals who juggle real-life projects and handle real-life clients, thus are fully aware of the challenges that your company may be facing in the daily work life. All talks are cherry picked to present real world challenges rather than theoretical problems from scientific papers.

6 Networking with Experts

Being able not just to listen to some experts talk but actually having the chance to get into a dialogue with them was and always will be a high priority. Creating an environment which enhances this is one of the pillars of the World Usability Congress.

7 Problem Solving

Our goal is it to bring together people and provide them a platform to exchange knowledge. Solving each others problems helps the community as a whole.

8 Sharing is Caring

Sharing what you as an individual learned during the WUC19 should always be a major objective. Even if you visit the WUC19 just by yourself you can still gain many useful information for your colleagues and your company.