



Five Tips to Convince Your Boss to Send You to the NAWC Annual Water Summit

The NAWC Annual Water Summit is just around the corner, and if you're passionate about the future of water and want to bring cutting-edge knowledge back to your company, you need to be there!

But convincing your boss to invest in your attendance can feel like navigating a tricky current. Don't worry, we've got you covered. Here are five tips to help you make a compelling case for why you should attend the NAWC Annual Water Summit.

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Highlight the Event's Value to Your Company

Start by showing your boss how the NAWC Annual Water Summit directly aligns with your role at the company. Review the [event agenda](#) and identify sessions, workshops and panels that address key topics relevant to your role within the company.

Whether it's learning about innovative technologies, addressing regulatory changes or exploring strategies for sustainability, emphasize how the knowledge gained will benefit your team and projects. By tying the event's content to specific business objectives, you'll demonstrate that this isn't just a conference - it's an opportunity to bring back solutions to pressing issues.



Quantify the ROI: Focus on Tangible Benefits

Bosses love numbers. Demonstrate the potential return on investment (ROI) of your attendance. Break down the potential ROI in terms of cost savings, efficiency improvements or competitive advantages.

- **Cost Savings:** Could you learn about new technologies or practices that reduce operational costs?
- **Efficiency Gains:** Will you discover strategies to streamline processes or improve workflows?
- **Competitive Advantage:** Can you learn about emerging trends that will help your company stay ahead of the curve?

- **Networking Opportunities:** Could you establish partnerships or vendor relationships that save time and resources in the future?



Frame it as Professional Development: Invest in Your Future, Invest in the Company

Attending the Summit isn't just about learning new information; it's about investing in your professional development and enhancing your value to the company. Explain to your boss how attending the Summit will further enhance your skills and abilities, making you an even greater asset to the company. Explain how the knowledge and skills you gain at the Summit will directly benefit your current role and responsibilities and will help you become a more valuable asset to the company. Position it as a long-term investment. The knowledge and connections you gain at the Summit will benefit the company for years to come.



Emphasize Networking Opportunities

The NAWC Annual Water Summit attracts some of the brightest minds and most influential leaders in the water industry. Attending gives you the chance to network with experts, regulators and industry professionals from throughout the country.

Networking is often where the magic happens at conferences like this, so make sure your boss understands the value of being part of these conversations.



Create a Knowledge-Sharing Plan

Show your boss that the benefits of attending the Summit won't stop with you. Offer to share what you learn with your team through presentations, reports or training sessions. This demonstrates that the

investment in your attendance will have a ripple effect throughout the organization.

By positioning yourself as a conduit for valuable information, you're showing that the entire team, and ultimately the company, will reap the rewards of your participation.

Final Thoughts

The NAWC Annual Water Summit is more than just a conference, it's a chance to gain actionable insights, build valuable connections and position your company as a leader in the water industry. By clearly articulating the event's value, demonstrating its alignment with your organization's goals and offering a plan to share what you learn, you'll make a strong case for why your boss should send you.

Ready to get started? Check out the full event details and agenda at <https://nawc.org/summit/> and start preparing your pitch today! Good luck, and we hope to see you at the Summit!