

Let me convince you and your manager: EWEA 2014 talking points

Yes, the event is taking place in the beautiful sunny destination of Barcelona. And yes, it's the ideal location to mix business and pleasure. But, now you have to convince your manager. Use these talking points in a discussion with your manager or in your letter.

Be strategic. Think about what is going on in your company right now. Is there a big job that requires new skills? Do you need to source new suppliers or firm up business deals? Does your company have job openings? When you state your reasons for wanting to go to EWEA 2014, consider what is most important to you and your company.

Training

Review the [conference programme](#) and make a list of the types of sessions that will provide the most benefit for your office. Does your company want to improve its operations and maintenance for example? Is your company looking to expand into new markets? What skills do you need to improve your company's competitiveness?

Strategy and trends

EWEA 2014 offers many sessions that address the latest research and trends in technology. In addition, the [international exhibition](#) features companies from across the wind energy supply chain, the world's largest turbine manufacturers and 7 national pavilions. Does your company need to source new suppliers or are you trying to enter new markets? Are you trying to manage large wind energy projects? Does your company need to understand more about resource assessment?

Networking

EWEA 2014 is where everyone comes together. You can find out what others are doing to solve problems that your company might have encountered. You can make industry contacts that will help your company win the next big job. You might even find the perfect team member to plug a hole in your company's skill set. Think about who you want to meet and tell your manager how you plan to meet them. Review the wide range of [networking events](#).

One last thing...

Also, try to put yourself in your manager's position. If you can explain why EWEA 2014 answers a specific need he or she has, you will be much more likely to gain approval to attend. For example, if your manager is really interested in advanced drive train technologies, you can offer to attend sessions and visit exhibitors who address that topic.



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