

Making the Case

Helping you tell your boss why you should attend.

We both know why you should attend ACC's Annual Meeting; now we need to help your boss understand. Here's what's on their minds and talking points to address their concerns:

I can't have you out of the office for that long.

In three days (or 24 working hours) out of the office, I'll get all of my CLE/CPD's done for the year. If I tried to do that through individual CLE/CPD sessions, I'd have to attend **15 separate events**, meaning I'd be out of the office for at least 37.5 working hours – **more than four days**. (1.5 hours of CLE + 1 hour total travel x 15 sessions.) And that's a conservative estimate!

It's too expensive. We don't have the budget for this.

This event is a tremendous value. Over the three days, I'll get all of my CLE/CPD requirements covered, plus, I'll be able to talk with other attorneys in companies similar to ours to see what issues they're facing and how they address them. I'll also be able to talk to companies that may be able to help us with certain projects. Also, airfare is cheap right now, especially to Boston, and ACC's hotel rates are quite inexpensive. Plus, ACC is running a contest – [Network, Learn and Win](#) – that enters me to win discounted or even free hotel or airport transportation.

Why this conference?

Unlike other legal conferences, this one has the best of the in-house counsel community in attendance. I'll get to talk with and hear from the leaders in our field about what changes are happening and what we can do to address them. This is the biggest conference for corporate attorneys and has the best set of educational sessions on the latest topics. It's simply unmatched when it comes to what's included and who attends.

How do I know this isn't just some boondoggle for you?

I'll be in education sessions most of the day, learning about the latest issues that will certainly have an impact on our company's operations. And, yes, there will be networking sessions, but they'll provide opportunities for serious conversation about what's going on with respect to corporate legal issues.

What will you bring back for our organization? What's in it for us?

I'll come back more informed and more up-to-speed on the things that will be coming at us later this year and next. I'll also have information on several vendors that can help us manage our department's workload and outsourcing needs. I'll help us add more to our company's strategic direction and even the bottom line.

Register today at am.acc.com