

**AIIM 2024 Annual Conference**

**Cost of me attending the conference:**  
*(Pull data from the expense worksheet included in the convince your boss toolkit)*

**Who is going to be there?**  
*(What relationships will you gain? Is there business you can close? Are there clients or influencers who will be there?)*

**What differentiates this event?**  
*(What are you getting here that you can't get somewhere else? Will you receive CEUs for attending certain sessions? Are the topics more relevant?)*

**What answers can I find here for problems our organization is trying to solve?**  
*(List session names, speakers, exhibitors, etc.)*

**Are there any testimonials from people who have attended in the past?**

**How will you value the experience of this event?**  
*(The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet)*