Strategies for gaining organizational support to attend the Annual IIE Conference

“An annual tradition unlike any other”
Today’s Presenters

Doug Rabeneck
Doug is an executive in Accenture’s Workforce Optimization practice and helps clients drive organizational change to achieve business performance improvement. Prior to joining Accenture, he worked for Maynard, UPS and served in the US Army.

Doug is an IIE Fellow, a IIE Past-President and a chair of IIE’s Industry Advisory Board. He earned his B.S. and M.S. in IE from the University of Pittsburgh. Doug currently serves on the University of Pittsburgh’s Industrial Engineering Department’s Visiting Committee.

Bobby Smyth
Bobby is Director of Operations at AMEND Consulting in Cincinnati, Ohio, serving middle-market companies across multiple industries from Steel Manufacturing to not-for-profit. He delivers transformational project work and also leads a talented team, which has grown from 3 employees to 12 in 3 years.

Bobby is a graduate of the Integrated Systems Engineering Department at The Ohio State University where he currently serves on the Chair’s Industry Advisory Committee. He is a graduate of the C-Change Leadership Program, serves on two charitable boards, and is an active new homeowner who enjoys sports and travel.
Why consider attending the Annual Conference?

Top 10 reasons to be there!

1. Amazing opportunity to increase your professional network
2. Fantastic location to learn, relax and have fun
3. Chance to reconnect with friends, colleagues & mentors
4. Excellent opportunities to give back
5. Opportunity to learn about cutting edge research
6. Fascinating “Behind the Scenes” facility tours
7. Chance to learn more about IE related products, software, tools and technologies
8. Incredible educational opportunities
9. Renowned keynote speakers
10. Largest annual gathering of Industrial Engineers in the world
Understanding Professional Development

• FACT: Organizations employ us to deliver value

• LESSER KNOWN FACT: Organizations frequently invest in training and professional development activities in order to increase the level of value we deliver
  • Inside training (company led training, courses, workshops, apprenticeships, etc.)
  • Outside training (outside led training, courses, workshops, conferences, etc.)

• RARELY MENTIONED FACT: In order to earn salary increases and promotions, we are normally expected to deliver higher levels of value

• SECRET OF SUCCESS #1: We can step up and take a proactive role in our training and professional development.

• SECRET OF SUCCESS #2: We can make personal investments in order to increase the level of value we can deliver
How to sell the value…

**FIRST**, In order to receive funding from your company to attend the IIE annual conference in Nashville, you must stop overanalyzing the situation and:

1. Ask your boss
2. Ask their boss
3. Ask the HR director
4. Ask them again
5. Invite them all to join you

**The number 1 reason employees do not receive some form of funding is they DO NOT ASK…**

(there is a negative correlation somewhere between being an engineer and asking for stuff)
How to sell the value...

Once you’ve generated the courage to ask, here are some sales tips:

1. Demonstrate that YOU OWN your personal development
   - Meaning that you do not expect the company to do this for you (entitlement), but rather you are taking the initiative to tie this opportunity back to YOUR individual development plan / review / goals at your company. Direct linkage here is a sure fire winner.

2. Provide past examples of talks, papers, etc. which link directly to your industry or discipline
   - For example, Boeing is huge at conference, if you work in Aviation – then why AREN’T you there as well?

3. Look forward at this year’s keynote presentation topics and link those back to “cutting edge” topics that your executives care about
   - For example, shale oil production driving steel demand
How to sell the value (cont’d)…

• Once you’ve generated the courage to ask, here are some sales tips:

  4. Commit to returning home with a report on everything you learned at conference and publishing that information to your entire team / company

  5. Demonstrate “skin in the game”
     • Show your budgeted expenses, and ask for half

  6. Commit to returning home with resumes from students who attended conference that are looking for co-ops, internships, full-time
     • This is MUCH cheaper than your companies recruiting travel budget, and you have access to TOP IE talent from all around the country in ONE PLACE.
If at first you don’t succeed…

- Upon being declined for funding from your company, this is how you do conference on a budget….

1. Contact the YP group immediately
   - Either the President (David Rossi), or the YP from your region will know where other students / young alumni are staying, bunk up with them.

2. Log on to Air bnb
   - [https://www.airbnb.com/](https://www.airbnb.com/)
   - Grab a co-worker or friend and rent a local apartment, condo or house for the week, instead of the conference hotel. (SHARE ROOMS!)
   - Those who do this on average save 50% of the lodging cost

3. Volunteer
   - IIE offers conference discounts to FIRST TIMERS and VOLUNTEERS
   - Putting on a smile and working a booth next to Ms. Pam for 4 hours saves you a couple hundred $$$ (you’ll also learn a few things…)
   - Within the tracks --- participate as a contest judge, room attendant, etc… and ask the societies and divisions to supplement your cost
     - *The construction division has been known to do this*
If at first you don’t succeed (cont’d)…

- Upon being declined for funding from your company, this is how you do conference on a budget….

4. Drive instead of fly when possible (gas is cheap!)
   - If you have to fly, consider “off days and times” – for example, 5 p.m. on Sunday is much cheaper

5. Go to the grocery store instead of eating / drinking out
   - This goes hand-in-hand with renting apartments instead of hotel

6. Go for the FREE food and drink
   - Networking events and free tickets offered while at conference!

- Upon following these rules above, your trip is guaranteed to be priceless.
Questions