05.
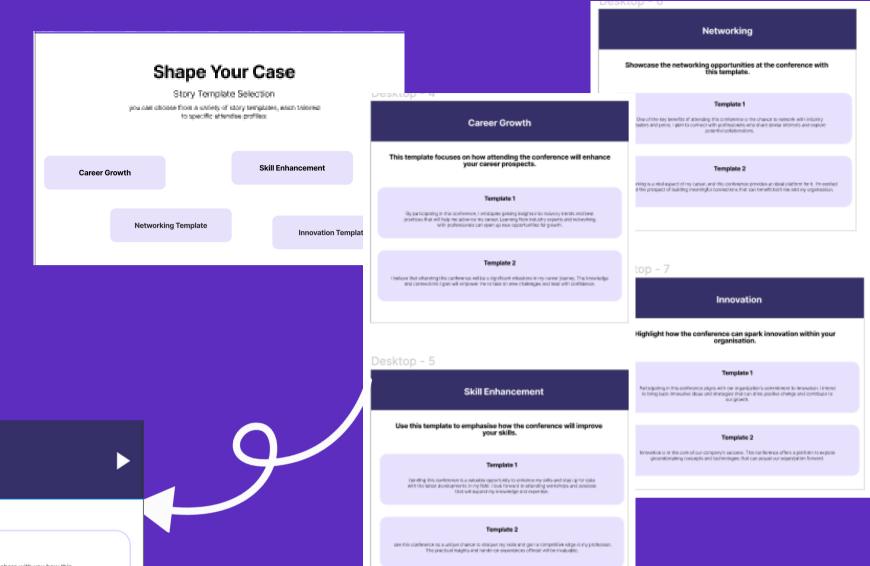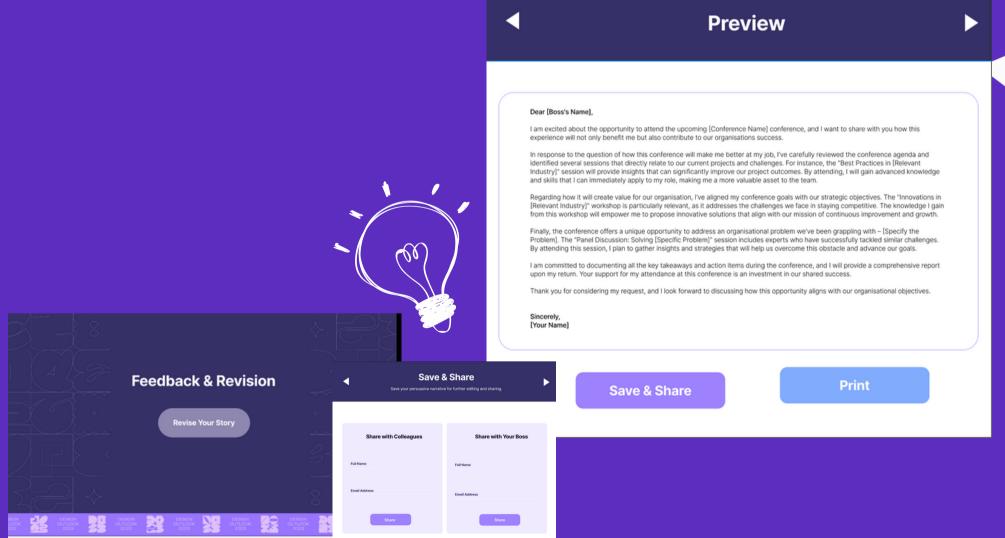
What My concept is and why people need it.

Interactive Storytelling Platform: Empowering Attendees to Build Their Business Case.

Shape Your Case

Story Template Selection

you can choose from a variety of story templates, each tailored to specific attendee profiles.

Career Growth

Skill Enhancement

Networking Template

Innovation Template

Networking

Showcase the networking opportunities at the conference with this template.

Template 1

Template 2

Career Growth

This template focuses on how attending the conference will enhance your career prospects.

Template 1

Template 2

Innovation

Highlight how the conference can spark innovation within your organisation.

Template 1

Template 2

Skill Enhancement

Use this template to emphasise how the conference will improve your skills.

Template 1

Template 2

Preview

Dear [Boss's Name],

I am excited about the opportunity to attend the upcoming [Conference Name] conference, and I want to share with you how this experience will not only benefit me but also contribute to our organisations success.

In response to the question of how this conference will make me better at my job, I've carefully reviewed the conference agenda and identified several sessions that directly relate to our current projects and challenges. For instance, the "Best Practices in [Relevant Industry]" session will provide insights that can significantly improve our project outcomes. By attending, I will gain advanced knowledge and skills that I can immediately apply to my role, making me a more valuable asset to the team.

Regarding how it will create value for our organisation, I've aligned my conference goals with our strategic objectives. The "Innovations in [Relevant Industry]" workshop is particularly relevant, as it addresses the challenges we face in staying competitive. The knowledge I gain from this workshop will empower me to propose innovative solutions that align with our mission of continuous improvement and growth.

Finally, the conference offers a unique opportunity to address an organisational problem we've been grappling with – [Specify the Problem]. The "Panel Discussion: Solving [Specific Problem]" session includes experts who have successfully tackled similar challenges. By attending this session, I plan to gather insights and strategies that will help us overcome this obstacle and advance our goals.

I am committed to documenting all the key takeaways and action items during the conference, and I will provide a comprehensive report upon my return. Your support for my attendance at this conference is an investment in our shared success.

Thank you for considering my request, and I look forward to discussing how this opportunity aligns with our organisational objectives.

Sincerely,
[Your Name]

Save & Share

Print

Feedback & Revision

Save your persuasive narrative for further editing and sharing.

Revise Your Story

Save & Share

Save your persuasive narrative for further editing and sharing.

Share with Colleagues

Full Name

Email Address

Share

Share with Your Boss

Full Name

Email Address

Share

Convince your boss by answering these key questions

This template focuses on how attending the conference will enhance your career prospects.

Question 1: How will it make you better at your job?

To address this question, you can focus on your professional growth. Here's a template to get you started.

Template: Attending this conference will enhance my skills and knowledge in [specific areas], which directly aligns with my current role at [your organisation]. It will also provide me with valuable insights into [relevant industry needs] that I can apply to improve my performance and contribute to [specific company goals].

Question 2: How will it create value for our organisation and help us achieve our mission?

Here, you can emphasise how your conference attendance benefits your organisation. Use this template as a starting point.

Template: My participation in this conference directly applies to our organisation's mission by [explain how your attendance aligns with the company's mission]. It will equip me with strategies and insights to [achieve specific organisational objectives], ultimately contributing to [organisational goals].

Question 3: How does it solve an organisational problem?

For this question, focus on problem-solving. Here's a template to guide your response.

Template: Attending this conference allows me to gain valuable knowledge and innovative solutions to address [specific organisational problem or challenge]. I plan to bring back actionable strategies and best practices to tackle this challenge effectively, which will positively impact our organisation's [expected outcomes].

Story Creation Dashboard

A dedicated storytelling dashboard guides you through the narrative creation process

Building Your Case

07. Usability Test

USABILITY TESTING AND RESULTS

- **Clear Bottoms**

  Separate Bottom from Background with Color Change.

- **Add Print Option**

- **Add Navigation!**

  Navigation Links Missing for Home and Next Page!