

# 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

### Career Growth

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

**Template 1**

By participating in this conference, I anticipate gaining insights into industry trends and best practices that will help me advance my career. Learning from industry experts and networking with professionals can open up new opportunities for growth.

**Template 2**

I believe that attending this conference will be a significant milestone in my career journey. The knowledge and connections I gain will empower me to take on new challenges and lead with confidence.

### Networking

Showcase the networking opportunities at the conference with this template.

**Template 1**

One of the key benefits of attending this conference is the chance to network with industry leaders and peers. I plan to connect with professionals and share ideas, interests and explore potential collaborations.

**Template 2**

Networking is a vital aspect of my career, and this conference provides an ideal platform for it. By attending, I hope to build meaningful connections that can benefit both me and my organisation.

### Innovation

Highlight how the conference can spark innovation within your organisation.

**Template 1**

Participating in this conference aligns with our organisation's commitment to innovation. I intend to bring back innovative ideas and strategies that can drive positive change and contribute to our growth.

**Template 2**

Innovation is at the core of our company's success. This conference offers a platform to explore groundbreaking concepts and technologies that can propel our organisation forward.

### Skill Enhancement

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

**Template 1**

Attending this conference is a valuable opportunity to enhance my skills and stay up-to-date with the latest developments in my field. I look forward to attending workshops and sessions that will expand my knowledge and expertise.

**Template 2**

See this conference as a unique chance to sharpen my skills and gain a competitive edge in my profession. The practical insights and hands-on experiences offered will be invaluable.

### 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 organisation's 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]

### 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 area], which directly aligns with my current role at [your organisation]. It will also provide me with valuable insights into [relevant industry trends] 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 supports our organisation's mission by [explain how your attendance aligns with the company's mission]. It will equip me with strategies and insights to [address specific organisational challenges], 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 actionable 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 by [expected outcomes].

### Story Creation Dashboard

A dedicated storytelling dashboard guides you through the narrative creation process

Building Your Case

### Feedback & Revision

Revise Your Story

### Save & Share

Save your persuasive narrative for further editing and sharing.

Save & Share

Print

Share with Colleagues	Share with Your Boss
Full Name	Full Name
Email Address	Email Address
Share	Share



# 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!

