



Convince Your Boss to Send You to **Accelerate Good Global 2020**

So you care about using tech for good—awesome! Accelerate Good Global is the place for you, and we're thrilled that you want to join us. We're here to help you convince your boss to support (and get excited!) about sending you to AGG. Here are 3 persuasion strategies to consider for your conversation.

1. Share why you want to attend AGG and what you expect to gain.

Your boss will want to know why attending AGG will be valuable to you. To convey this, ask yourself: how does attending AGG support my professional goals? What do I hope to gain from attending AGG? Support your broader framework for why you want to attend AGG by highlighting the [topics, speakers, and](#) [breakouts](#) that pique your interest. Let your boss know why you're excited about them.

Attending AGG is about more than just *learning* how we can use tech to solve our world's biggest problems—it's about building a community to do so. Tell your boss about the networking opportunities at AGG: who are you hoping to build connections with? Whether you're looking for volunteer opportunities or in search of other tech for good enthusiasts, get your boss excited about how attending AGG will grow your professional network.

2. Be strategic about how you bring AGG up and show that you've planned ahead.

Show your boss you've planned out the logistics of attending AGG. Make a deck, one-pager, or agenda sharing all the info they need to evaluate the opportunity. Here are some details to include:

- Cost: Share the different [ticket price points](#) and identify the options that seem reasonable to you. If necessary, remember that there are [scholarship opportunities](#) for AGG.
- Plan: Share a plan to cover your workload if you have deadlines on or around AGG.
- AGG website: Look through the [AGG website](#) with your boss to discuss the opportunity together.

3. Offer to share back your learnings from AGG with your team.

Tech implicates all of us—meaning we can all be part of a movement to leverage tech for good. Offer to share what you gained from AGG with your team through a trip report or presentation. Consider including:

- Your top takeaways from 3-5 of your favorite fireside chats or breakouts
- 2-4 connections you made and the next steps you'll take to build a relationship
- Opportunities to learn more about social impact tech or get involved through volunteering

We hope this helps get your boss as excited about your attendance at AGG as we are. See you there!