

## **Convince your Boss to Support Your Attendance to In/Visible Talks**

So you wanna attend In/Visible Talks? We want you to join us too! But now you've got to convince your boss to support you. Here's 3 things to think about in advance of your discussion plus a whole lot of information for you to cherry pick to help make your case.

1. **Have a solid rationale about why you want to attend In/Visible Talks and what you expect to gain** Your boss will want to know why you want to attend the event and what you expect to gain. This means reading through the programming and figuring out what mix of speakers, topics and content will resonate most. The mix is really up to you to derive and will depend on the type of company your work for, your role, and how familiar your boss is with design. Make sure to do your research on what our speakers are talking about and the companies they work for. Now package that all up and use it as the basis for your argument.
2. **Be strategic about how and when you bring it up.** In addition to the advance thinking you're going to do to build your case, think of ways to make it easy for your boss to say yes.

*We suggest things like:*

- Make a deck or one sheeter with all the info she or he will need to decide (cost, URL, rationale etc.)
- Proactively report on the status of your projects and current workload. Have a plan for coverage if there are deadlines looming.
- Look at the conference website together and talk through the areas that make the most sense for you to focus on.

Additionally, it's important to be conscientious about when you bring it up. For some bosses this might be the thing you discuss in your regular 1:1, for others it might make sense to schedule a dedicated meeting.

3. **Offer to make a report to bring your learnings back to the team.** A common objection to sending individuals to conferences is that knowledge gained stays only with the person that went to the conference rather than benefiting the whole team. Nip this in the bud by offering to create a trip report summarizing your experience.

Your trip report might include things like:

- Top takeaways you learned from each of your favorite talks
- The workshop you participated in and your notes from the discussion
- If you're a networker, 2-4 people you virtually met and the next steps you'll take



**Now here's a bunch of supporting information to help make your case.**

#### What's In/Visible Talks?

[In/Visible Talks](#) is a conference for creative professionals that celebrates the art of design. Our mission is to build community through conversation about the process, inspiration and challenges behind the creative practice. The conference is not about case studies, we focus on real talk about how design gets done.

The 2021 event will take place January 14, 2021 and be a virtual event. This year's theme is Re:Design, [read more about it on the blog](#).

#### Speaker Line Up

Our world class speaker line up includes 6 speakers across a variety of disciplines curated for their time in the industry and the lessons they've learned along the way. You can expect to hear a candid perspective on their work, about the tools that help them navigate, and the big ideas they are considering in the evolution of the practice. You can also expect the day to be packed with Creative Shorts that will keep the energy going and an evening full of breakout options.

#### Our Audience

Our audience is a multidisciplinary one, comprised of graphic designers, product designers, experience designers, content creators, architects, marketers, artists, writers, photographers, and all the creative thinkers in between.

What connects them is their passion for design and their interest in the process itself. They understand that the journey to making truly great products and experiences is never linear and are seeking tools and techniques they can apply to their own roles within the creative practice. They are excited to share their own stories, and to connect and draw inspiration from other creative thinkers.

#### Our Founders

In/Visible Talks was co-founded by [Arianna Orland](#) and [Dava Guthmiller](#), both 20 year design industry vets, because of their commitment to building community and to fostering dialog about the creative practice. Design is no longer solely the domain of the individual, design must come from radical collaboration and be informed by the fusion of art, design, technology and creativity.

Hear more from Arianna and Dava about their perspective on the creative process in this recent [Forbes](#) article. For more information about the event please visit our [website](#).

#### Want to come as a team?

In/Visible Talks offers group discounts for teams. Send a note to [info@invisibletalks.com](mailto:info@invisibletalks.com) and we'll hook you up!