



## **HOW TO JUSTIFY YOUR ATTENDANCE AT THIS YEAR'S CONFERENCE**

### **COLLABORATE 10: Technology and Applications Forum for the Oracle Community – OAUG Forum**

#### **COLLABORATE 10 AS PROFESSIONAL DEVELOPMENT**

If you have career discussions with your manager, tie your career goals and future development to specific kinds of training opportunities that you need, or knowledge you need to obtain.

#### **CREATE A TRIP REPORT**

Arguably one form of teaching others, the trip report is a write-up of the sessions you attended, written for other people in your department. The best trip reports trigger people to come ask you questions. There is rarely much value in 10-page trip report documents; no one reads them. Instead, a two or three page summary, with URLs and pointers for specific questions get much more mileage. Another option is to offer to meet with your superiors for a recap the first week after the conference. We provide a copy of all presentations after the conference for you to download and use to share [knowledge](#).

#### **OFFER TO TRAIN OTHERS IN WHAT YOU LEARNED WHEN YOU RETURN**

You can pitch your trip to COLLABORATE 10 – OAUG FORUM as a way to bring back skills and knowledge to the rest of the organization. If you have any experience in training or teaching, you can use that as your justification to attend instead of sending other co-workers. Again, you will receive a copy of all presentations after the conference that you will be able to share with your colleagues.

#### **CONNECT THE VALUE OF THE CONFERENCE TO BUSINESS GOALS**

Regardless of company or divisional goals, you can rightly claim that sending staff to COLLABORATE 10 – OAUG Forum will help put in more expertise and knowledge towards helping the business. This argument puts less of the focus on your professional goals, and more on the company.

#### **COLLABORATE 10 – OAUG FORUM WILL PROVIDE INNUMERABLE OPPORTUNITIES**

Opportunities for you to increase your knowledge of Oracle E-Business Suite, Oracle Fusion, PeopleSoft, Siebel, Oracle Communications, MetaSolv, Agile, Hyperion solutions and benefits, and to ensure your organization optimizes its investment to deliver real ROI, today and tomorrow.



## **Top Ten Reasons why you can't afford to miss COLLABORATE 10 – OAUG FORUM:**

1. Network with approximately 5,000 attendees representing the leading organizations from across the globe and learn from their experiences of working with Oracle E-Business Suite, PeopleSoft, Siebel, Oracle Communications, MetaSolv, Agile, Hyperion and the rest of the growing family of Oracle Applications.
2. Gain insight into Oracle's vision and strategy.
3. Spend time with leading experts and proponents to help maximize your investment in your existing and future infrastructure.
4. Learn about the key industry trends and dynamics in your local region by participating in the Geographic User Groups networking opportunities. Attend Special Interest Group meetings and connect with other application users to help maximize your Oracle Applications investment - over 40 OAUG SIGs to choose from.
5. Seize the opportunity to meet with Oracle executives and vendors.
6. Grow your technical skills through the education, hands-on labs, workshops and in-depth presentations that will be available throughout the event.
7. Do even more with what you already have. Learn how to maximize the value of your existing investments.
8. Learn about new features that increase ROI.
9. Bring information and copies of presentations for others in your organization, i.e. DBAs or developers.
10. Oracle Corporation has proven that members of user groups make fewer calls to Metalink than non-members. One of the reasons is that the members get to network with other users and learn about real life implementations.

**COLLABORATE has been cited as one of the most cost-effective ways to gain the tools and knowledge you need to meet the changing demands of information technology.** You'll pay a reasonable amount for intensive education, unlike any offered within the industry, and you can realize a tangible, immediate return on your investment.

In addition to the direct savings on education, COLLABORATE attendees make professional contacts they can consult long after the conference ends. They have direct access to Oracle managers. COLLABORATE offers an opportunity to talk one-on-one with industry vendors who provide the latest products and services. This means attendees return to the office with real-time solutions that can be implemented immediately - without wasting countless hours in independent research.

A typical COLLABORATE attendee participates in over 20 hours of sessions presented by leading professionals in the IT industry - individuals who would charge up to \$200 per hour, if you could secure them!

COLLABORATE costs only \$1385 for OAUG members who register before the early bird deadline. Compare that with the \$3000 enrollment fees at other national Oracle training events. With access to so many sessions, your COLLABORATE registration fees are training dollars well spent.



**The following is a selection of quotes from a number of your peers who attended COLLABORATE 09 – OAUG Forum.**

“Best education value around.” - Lead Oracle Analyst

“Great conference! Lots of valuable sessions and networking opportunities. Well done.” - Financial Systems Director

“I am amazed at the coordination and management that must have taken place to host and conduct such a well-orchestrated professional event.” - Principal Consultant

“I heard from experts and my peers. It was particularly helpful to hear from more than one expert on the same topic. In my case, I heard two very different views of the security in APEX. This presented a balanced starting point for further research.” - DBA

“Good variety of relevant sessions and the content this year was excellent.” - Lead Oracle Analyst

“Exceptional! The training was great, Oracle's presence with strategic direction, as well as education was perfect, and the vendor response was great.” - Director

“There is so much information provided. If someone doesn't learn something from COLLABORATE then they weren't paying attention.” - DBA

“A great opportunity to network, share what you are doing well and learn what you should be focusing on next.” - Controller

“I have attended at least 4 COLLABORATE events. They are a GREAT way to learn what's coming and connect with others doing similar processes. The events are extremely well organized. It's well worth it!” - Financial Systems Supervisor

“I was sent as a 'scout' from my group to see if COLLABORATE is worth attending. I have reported this conference is very user/application expert focused and we should continue to participate.” - Manager

“Overall a great conference. Must attend by all Oracle users.” - President

“This was my first year and I thought it was fantastic overall - can't wait until next year!!” - Accounting