



20 PHXDW²⁴
PHOENIX DESIGN WEEK
OASIS

CONVINCE YOUR BOSS KIT

PRESENTED BY  Arizona



PHXDW

OASIS

CREATIVES THRIVE HERE

Step away from the daily deadlines and demands and check in at the Phoenix Design Week OASIS this October. At the gathering place where creative minds converge, sharing our stories brings an abundance of inspiration to dream big, along with the knowledge and tools to recharge your creative career.



Relax and rediscover what inspires you



Hit **Refresh** and clear your mental cache



Recharge your vision for the future

JOIN US

PHOENIX DESIGN WEEK 2024

PHXDW Conference: **October 5-6**

Week of Events Statewide: **October 1-6**

PHXDW.COM #PHXDW #AIGAAZ

PHXDW

PHXDW IS A FANTASTIC INVESTMENT FOR MANY DESIGN CAREERS.

HERE'S HOW TO GET YOUR BOSS ON BOARD.

The Phoenix Design Week conference is full of hands-on workshops and actionable insights, making it a worthy investment for creative professionals. If you're hoping your company will help you attend, here's what to focus on as you make your case.

THE DETAILS

When writing to or talking with your boss about attending, your goal is to convince them of two things. **First**, that the conference itself is worth going to and **second**, that you're the right person to go.

Get specific. Take a look at the speakers who will be presenting, and events that will be going on throughout the week. Are there any talks or workshops that closely relate to your work? Bonus points if you can match a conference topic with a specific project you're working on.



Some examples from the PHXDW 2024 speaker lineup (see more at phxdw.com)



Natalie Kent is the Creative Director of [Focus Lab](https://www.focuslab.com), a global B2B branding agency. [See her TED talk](#)



Evelio Mattos is Creative Director of Packaging for IDP Direct, and renowned host of [Packaging Unboxed](#) podcast.



Joseph Carter-Brown is Senior UX Design Lead of [Think Company](https://www.thinkcompany.com) and an expert in ethical design systems.

Advise them about the attendees. You'll have the opportunity to network with competitors or target customers. Phoenix Design Week has a slew of social activities. You'll encounter professionals from creative industries around Arizona, making it a prime spot for making those important connections.

The schedule. The Phoenix Design Week Conference takes place over a Saturday and Sunday, with many of the supplemental events on weeknights—which means no lost company time out of your regular workweek.

Taking the initiative to ask about Phoenix Design Week will demonstrate that you're plugged into the design industry and you want to participate. Your boss will appreciate that you're looking for opportunities to improve your skills. It can also be a feather in a company's cap to be seen as a local design leader by having a presence at this conference.

FOCUS ON THE ROI

Show your boss how the conference will give a strong return on investment. Start by calculating what that investment will actually be. If you're not located in Phoenix, get some quotes from local hotels (P.S. There's even a PHXDW hotel discount code, too!). You may want to offer to share a room with another employee if you know any co-workers who are interested in attending.

Once you have some numbers, you can compare the cost of the conference to other educational programs, such as training courses and books. Luckily, you may find that many of these will be more expensive, time consuming, and sometimes even outdated.

Be sure to highlight the many discount opportunities that may help you reduce the cost. Planning ahead will help you take advantage of the Early Bird ticket window, not to mention reduced AIGA member, affiliate, and nonprofit pricing, and even group discounts for 5 or more if you want to make a pitch to send your team.

The Phoenix Design Week Conference offers the chance to network with industry leaders, learn from local professionals and see firsthand what's coming next in the business. It'll also leave you with a heavy dose of inspiration to re-energize your work. You simply can't get all of that from a few training videos.



SHARE WHAT YOU'VE LEARNED

One of the ways to instantly multiply the value gained from a conference is to share it with the rest of the company afterward. How can you make what you learned at PHXDW accessible to your co-workers when you get back?

A few ideas:

- Giving a "lunch and learn" presentation based on one of the sessions you attended
- Giving a short talk on key industry trends during a morning meeting
- Writing a blog article for the company website

Planning how you'll share your experience shows your boss that you are committed to getting the most mileage out of this event as possible. Acting on those plans puts you in a great position to get support again next year.



PROMOTE YOUR COMPANY

Not only does Phoenix Design Week provide you with an opportunity to network, learn and develop your skills, it allows visibility into your company within the design community. By having your company fund your participation, they are supporting the design community and showing their design leadership to all attendees. **Feel like that might get 'em going? Share our [sponsorship packet](#) with them for additional visibility options.**

SAMPLE LETTER

Some companies require training requests in letter or email form. Feel free to use and modify this letter however you see fit. Just don't forget to switch out the **[brackets]** with your own details!



Dear **[Boss]**,

I would like to attend the **[local]** Phoenix Design Week 2024 OASIS Conference this October. It's the largest design conference in Arizona, built for creative professionals and hosted by the nonprofit organization ALGA Arizona. Each year, hundreds of designers, illustrators, UX pros, writers and other creative professionals gather to share their skills and attend workshops with leaders in the industry.

I recognize that any learning experience needs to be worth the investment. To make sure my attendance is as useful to **[your company/our department]** as possible, I'd like to choose the sessions that will be valuable to our current projects. There will be a lot to choose from, so this shouldn't be difficult. When I return from the conference, I'd love to give a **[type of presentation]** to share what I've learned with the rest of the team.

The conference takes place over the weekend of October 5th and 6th with a week of events leading up to it, many of which are either free or also included in the conference ticket. The cost of a regular ticket would be **[\$]**, but because **[discount opportunity*]**, it will only be **[\$]** for me to attend. Most conferences of this caliber would charge 4-10 times that amount. Here's a full breakdown of anticipated costs:

Registration Fee: **[enter dollar amount]**

Airfare: **[enter dollar amount if applicable]**

Hotel: **[enter dollar amount if applicable]**

Transportation: **[enter dollar amount if applicable]**

Meals: **[enter dollar amount]**

I realize this is a significant funding request, and I appreciate your consideration. You can learn more about the event at phxdw.com. Please let me know if you have any questions or concerns.

Thanks,

[sign your name]

