

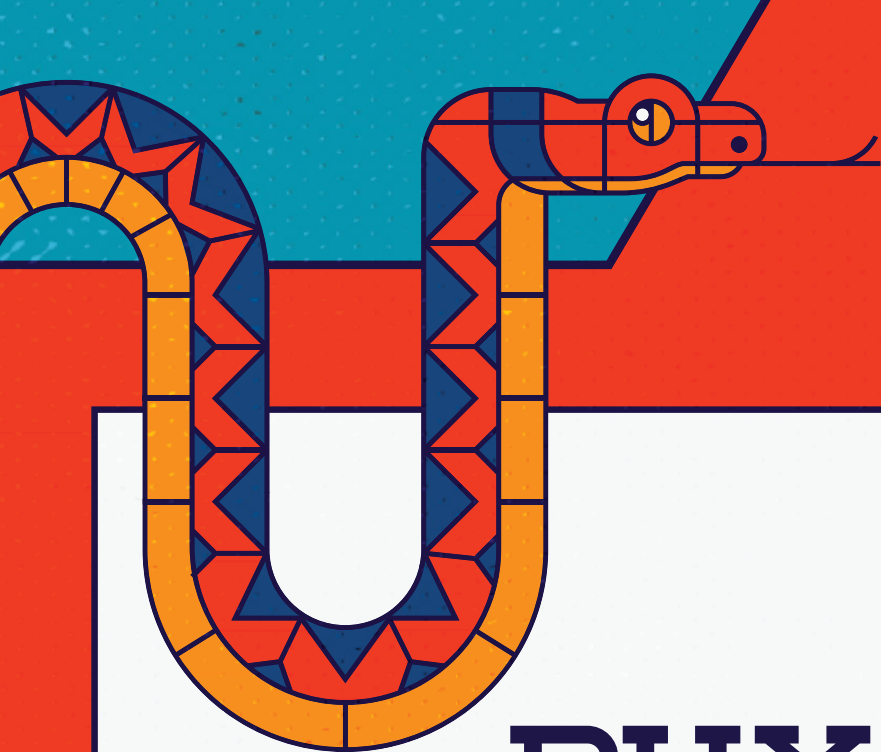
CONVINCE YOUR BOSS KIT



PHXDW
PHOENIX DESIGN WEEK

PRESENTED BY





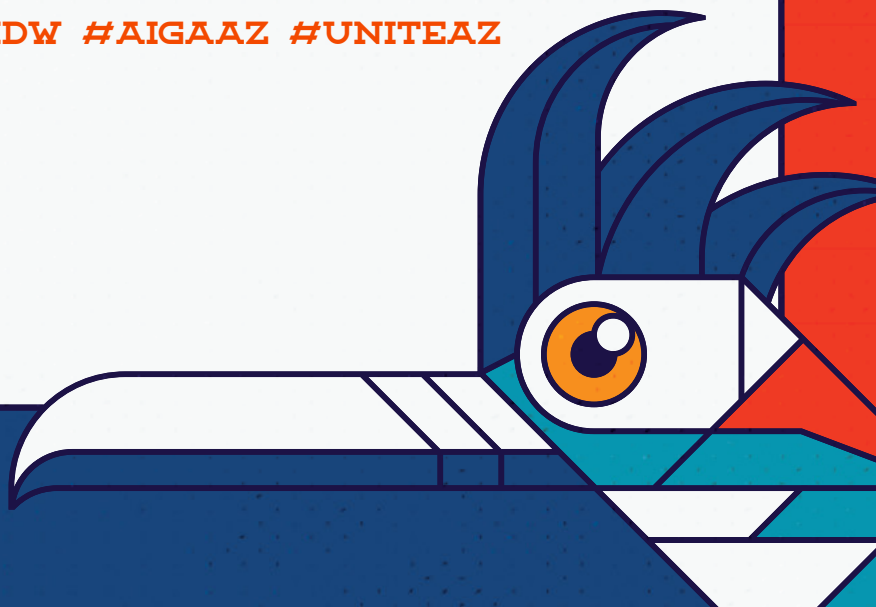
PHXDW UNITE

2023 marks a momentous celebration of 15 years of Phoenix Design Week, bringing together a mosaic of creatives from across the 15 counties of Arizona and beyond to UNITE in their shared passion for design.

With a vibrant and welcoming vibe for which we're known, PHXDW showcases the power of creativity, fosters collaboration, and inspires us to create something greater together.

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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.

"I go to Phoenix Design Week every year! It's a great opportunity for designers to come together, celebrate design, talk about design, and learn from others. It showcases what a great design community we have."

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 2023 speaker lineup (see more at phxdw.com)

Nakita M. Pope is the Chief Chick and Principal Brand Strategist of Branding Chicks, a boutique branding agency in Atlanta, GA.

Scott Biersack is a full-time freelance Designer, Illustrator, Lettering Artist, and Type Designer.

Perfect for brand strategists, brand designers and those learning to network.

Perfect for illustrators, typographers, and aspiring type aficionados.

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 always 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 work week.

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. 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 ALGA member pricing, affiliate and nonprofit discounts, and more.

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.

"Your speakers are SO encouraging. I leave this place feeling like I can make it, and now I've got the mental tools to do it."

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.

"I discovered there's an entire community of 'us' that I have not yet tapped into. This is the catalyst to change that for me."

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 2023 UNITE Conference this October. It's the largest design conference in Arizona, built for creative professionals and hosted by the nonprofit organization AIGA 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 7th and 8th 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]