

# ADCOLOR, Here We Come!

How to Convince Your Boss  
to Send You to ADCOLOR 2019  
Los Angeles, CA | September 6-9

The ADCOLOR Conference and Awards assembles professionals of all levels for an immersive three-day gathering. Here are some tips to make sure you're a part of it all, and can bring something back for your colleagues too.

**Major  Alert.** Ensure that you're a striving, high-achieving employee. Star-quality work makes it easier to secure sponsorship.

**Take Stock.** Research all the stakeholders – HR/D&I execs, C-suite professionals, etc. Understand the chain of approvals, budget processes, and any other caveats to consider when asking for sponsorship. Prepare to navigate appropriately.

**Be Assertive.** Initiate an in-person, informational chat with your manager that conveys your interest in ADCOLOR and commitment to Diversity & Inclusion.

**Bonus Points:** Prepare a deck that provides additional context around ADCOLOR. This deck could include conference dates and cost, notable current/past speakers that are particularly relevant to your role/client/agency, and further details about your work related to D&I.

**Squad Up And Prosper.** Secure external support of colleagues who can speak to you, your tangible business successes and your involvement. This will strengthen the case for your sponsorship request.

**Everyone Benefits.** Identify and clearly articulate what your company or team will gain from your attendance. Remember, ADCOLOR is anchored in 'Rising up, Reaching back'.

**Equipped and Empowered to #ADCOLOR.** Every young game-changer has been yearning for a summit to address and conquer today's pressing issues. ADCOLOR not only gives you access to the brightest, most influential minds across industries, but gives you actionable advice to help push your clients' business.

**Free Wifi & Co-Working Space.** We get it, our industries take no breaks. That's why we got you with a co-working space and complimentary high-speed Wi-Fi.

**Keep Expenses Low.** There are so many ways to enjoy your experience on a budget. You can tag-team with a fellow hustler and share a room at the hotel (or to travel together to/from the venue). Also, most of your meals will be provided, including breakfast and lunch during the Conference.

Once you've made a compelling case and are able to secure sponsorship, buy the plane ticket and pack your bags. ADCOLOR (and L.A.) awaits!

Early Registration is now open through July 1st and special rates are available.

Visit [ADCOLOR.ORG](https://ADCOLOR.ORG) for more info.

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