

# Connect 2024 Conference Pak

## Build your case and convince your boss to attend Connect 2024

Geotab Connect 2024 is your opportunity to bring more value to your organization and unleash the full potential of your Geotab solution. You'll learn from industry leaders, connect with partners and resellers, and get inspired.

Here's why you should attend Connect 2024:

- Participate in hands-on training to get the most out of your Geotab solutions
- Gain tips and tricks to spot fleet trends at a granular level, identify root causes, and surface actionable insights to act on
- Hear from your peers as they share real-world best practices and unveil insights from the trenches
- Meet and collaborate with like-minded individuals to discuss challenges and shared solutions on key industry issues
- Meet with solution engineers and subject matter experts to get the most out of your Geotab solution

### What's your Connect ROI?

Conference budgets need to align to business needs. So how do you determine your return on investment (ROI) for attending Connect?

- Think about your organization's strategic plan and align how attending Connect can help move your business forward
- Connect with your colleagues to determine potential future needs for your organization and how attending Connect 2024 may uncover solutions
- Propose presenting a conference lunch and learn or learning session to share insights gained with your team
- Outline both the professional and personal benefits you'll bring back after attending including staying on top of the latest industry trends and technologies
- Determine how you'll try to implement at least one new idea gained from Connect 2024
- Create a budget to attend including travel, accommodations, registration fees

### Create your Connect Plan

Get the most out of Connect 2024 with these tips:

- Research the presenters, partners and other attendees and make a plan to connect with them at the conference

- Review the conference schedule ahead of time, seek input from your colleagues and get your questions ready
- Rehearse your personal introduction to include your name, organization and your role
- Check out the networking events and get your business cards ready
- Get ready to be inspired, engaged and have a little fun too!

### Venue details

Connect 2024 will be held at [Resorts World](#) in Las Vegas, Nevada on February 14-16, 2024. Located close to the airport, this state of the art venue is a convenient and all-in-one destination for your Connect 2024 experience.

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## Sample Email

To: *Your Manager*

From: *You*

Re: Attendance at Geotab Connect 2024

Date:

The Geotab Connect 2024 conference will take place February 14 to 16, 2024 in Las Vegas, Nevada. Geotab events have a strong reputation for offering educational and networking opportunities for the fleet industry. This year's conference focuses on actionable insights, new technologies and solutions, hand-on experience and best practices.

This conference aligns well with our strategic plan including:

- *[List 3-4 ways Connect aligns with your organization's strategic plan]*

If I am supported to attend Geotab Connect 2024, here are some ways I would ensure the investment pays dividends for our company and how I would make the most of this opportunity for professional development.

*[Outline your ROI points and professional development goals.]*

I also plan on visiting the Marketplace Exhibition to meet with our current partners and build working relationships. I would focus on exploring new product demonstrations and uncovering cost-effective solutions that position us well in the future. Some partners that I plan to meet with at Connect 2024 include:

- *List partners/others you plan to meet*
- *Those in a specific area/field*
- *Identify by name if possible*

The opportunities to connect with fellow fleet industry professionals at this conference is outstanding. My peers and experts in the field will be in attendance and I will have the opportunity to meet face-to-face with them and make valuable relationships.

Following the conference, I will do the following to ensure what I learn benefits our organization:

- *Implement at least one new idea gained from Connect 2024*
- *Share my notes from sessions*
- *Share my list of action items and ideas*
- *Present an information session*

Early bird registration for Geotab Connect 2024 is \$495 USD and ends September 30<sup>th</sup>. General registration is \$595 USD. [Government/Education Registration is \$145 USD]

Thank you for your consideration.

*[Name]*