

## Justify Your Attendance at a BICSI Conference

The knowledge and skills you gain at a BICSI Conference will ultimately help your employer get more from their investment in you as an information & communications technology (ICT) professional.

### Top Ten Reasons to Attend a BICSI Conference

1. Capitalize on new and emerging ICT technologies to expand your revenue potential, both from new markets and your current customer base.
2. Do more with the technologies already in place to help stay competitive and keep costs down.
3. Learn which solutions work for your company's needs, making a more effective use of your technology budget.
4. Plan for possible business impacts by anticipating up-and-coming technology and networking trends.
5. Network with industry experts to share ideas and recommendations on doing more with less and how to tackle industry challenges applicable to your company.
6. Understand how innovative, market-leading companies are using technology to build and sustain a competitive advantage.
7. Absorb new information that will help you communicate and collaborate more efficiently with your peers.
8. Gain the knowledge and skills necessary to help you and your company
9. Increase your skills and expertise through BICSI courses and on-site credentialing exams.
10. Come back better prepared to assist your company in developing market-leading innovations.

