

**HOW TO JUSTIFY YOUR ATTENDANCE AT THIS YEAR'S PREMIER  
CONFERENCE: COLLABORATE 09: Technology and Applications Forum for the Oracle  
Community — OAUG FORUM**

**COLLABORATE 09 AS PROFESSIONAL DEVELOPMENT**

If you have career discussions with your manager, tie your career goals and future development to specific kinds of training opportunities that you need, or knowledge you need to obtain.

**CREATE A TRIP REPORT**

Arguably one form of teaching others, the trip report is a write-up of the sessions you attended, written for other people in your department. The best trip reports trigger people to come ask you questions. There is rarely much value in 10-page trip report documents; no one reads them. Instead, a two or three page summary, with URLs and pointers for specific questions get much more mileage. Another option is to offer to meet with your superiors for a recap the first week after the conference. We provide a copy of all presentations after the conference for you to download and use to share knowledge.

**OFFER TO TRAIN OTHERS IN WHAT YOU LEARNED WHEN YOU RETURN**

You can pitch your trip to COLLABORATE 09—OAUG FORUM as a way to bring back skills and knowledge to the rest of the organization. If you have any experience in training or teaching, you can use that as your justification to attend instead of sending other co-workers. Again, you will receive a copy of all presentations after the conference that you will be able to share with your colleagues.

**CONNECT THE VALUE OF THE CONFERENCE TO BUSINESS GOALS**

Regardless of company or divisional goals, you can rightly claim that sending staff to COLLABORATE 09—OAUG FORUM will help put in more expertise and knowledge towards helping the business. This argument puts less of the focus on your professional goals, and more on the company.

**COLLABORATE 09—OAUG FORUM WILL PROVIDE INNUMERABLE OPPORTUNITIES**

Opportunities for you to increase your knowledge of Oracle E-Business Suite, Oracle Retail, PeopleSoft, Siebel, Oracle Communications, MetaSolv, Agile, Hyperion solutions and benefits, and to ensure your organization optimizes its investment to deliver real ROI, today and tomorrow.



## Top Ten Reasons why you can't afford to miss COLLABORATE 09—OAUG FORUM:

1. Network with over 7,000 attendees representing the leading organizations from across the globe and learn from their experiences of working with Oracle E-Business Suite, Oracle Retail, PeopleSoft, Siebel, Oracle Communications, MetaSolv, Agile, Hyperion and the rest of the growing family of Oracle Applications.
2. Gain insight into Oracle's vision and strategy.
3. Spend time with leading experts and proponents to help maximize your investment in your existing and future infrastructure.
4. Learn about the key industry trends and dynamics in your local region by attending the Geographic User Groups Networking Lounge (GEOs) in the Exhibitor Showcase.
5. Seize the opportunity to meet with Oracle executives and vendors.
6. Grow your technical skills through the education, hands-on labs, pre- and post-conference workshops and in depth presentations that will be available throughout the event.
7. Do even more with what you already have. Learn how to maximize the value of your existing investments.
8. Learn about new features that increase ROI.
9. Bring information and copies of presentations for others in your organization, i.e. DBAs or developers.
10. Oracle Corporation has proven that members of user groups make fewer calls to Metalink than non-members. One of the reasons is that the members get to network with other users and learn about real life implementations.

**COLLABORATE has been cited as one of the most cost-effective ways to gain the tools and knowledge you need to meet the changing demands of information technology.** You'll pay a reasonable amount for intensive education, unlike any offered within the industry, and you'll garner a tangible, immediate return on your investment.

In addition to the direct savings on education, COLLABORATE attendees make professional contacts they can consult long after the conference ends. They have direct access to Oracle managers. COLLABORATE offers an opportunity to talk one-on-one with industry vendors who provide the latest products and services. This means attendees return to the office with real-time solutions that can be implemented immediately - without wasting countless hours in independent research.

A typical COLLABORATE attendee participates in over 20 hours of sessions presented by leading professionals in the IT industry - individuals who would charge up to \$200 per hour, if you could secure them!

COLLABORATE costs only \$1335 for OAUG members who register before the early bird deadline. Compare that with the \$3000 enrollment fees at other national Oracle training events. With access to so many sessions, your COLLABORATE registration fees are training dollars well spent.

**The following is a selection of quotes from a number of your peers who attended COLLABORATE 08—OAUG FORUM.**

“It was great opportunity to communicate with a lot of members around the world.” —End User

“Wonderful conference; we wished we had more people [from our team] attending!” —Technical Support

“Worth every penny...” —Technical Support

“The variety and quality of education sessions, workshops, SIGs and other events made for the most dynamic OAUG conference experience I have had to date ... The variety contributes significantly to the overall vitality of the conference. An excellent job.” —Manager

“My favorite reply back to work ... ‘My brain is full, please send reinforcements!’” —Manager

“This was my first time to attend and I was amazed at the whole operation. I really enjoyed COLLABORATE and the information I obtained and retained. My brain was very full.” —Manager

“The quality of the education sessions was excellent and, in my opinion, of significant value for attendees.” —C-Level Executive

“Overall it was a fantastic learning experience and I will ensure more members of our organization attend next year.” —Manager

““This was my first COLLABORATE and I thought that it was excellent!” —End User