



Making your case



to attend the KLA Annual Conference

Build your knowledge. Improve your profession. Become a leader.

Making the case for time off and support for travel and expenses to attend a conference requires a solid understanding of the potential benefits to your institution, supervisor, colleagues, patrons, and community. And you need to be able to communicate those benefits clearly—especially in times of tight budgets and reduced staff. Use the information that follows to help make your case.

- **You'll help make your library more effective, save money, and serve your users better** when you implement the innovative ideas, strategies, and techniques you bring back. The conference schedule is designed to maximize your time. With a focus on engagement and innovation, the content of KLA's Conference will help you help your library keep up with this rapidly changing field. You'll get ideas and tips from an assortment of programs, networking events, and speakers.
- **You'll become a more effective library advocate**—in your community and in your state—when you fill your advocacy toolbox with ideas and strategies shared by your colleagues and other speakers and experts. Attending the sessions related to library advocacy will allow you to meet other concerned and creative librarians for future collaboration.
- **You'll make your library's network stronger** as you connect with, and learn from, the wide range of attendees from different types of libraries across the state. The KLA conference offers numerous opportunities to meet people and network—in programs, at special events, in the hallways, and in informal social settings.
- **You'll inject fresh energy, excitement, and professionalism into your work**, influencing those around you and helping improve the experience of those who use your library. That excitement comes from all the personal interactions, the fresh ideas, the creativity, the comradery, and the expertise you'll encounter. Not to mention the non-library thought-leaders whose programs will inspire you to think about how their innovations can help you become a leader and make a difference in the library world, too. You'll be more ready to tackle the next project.
- **Your library's reputation gets stronger** when you participate actively in your profession and show that your home institution is committed to professional development, innovation, and improving its services and outreach. When they need to hire, the best candidates will already know why they want to work there.
- **You'll be one enthusiastic, well-informed professional!**

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