



Investing In Your Career: Making the Case to Attend the WIT Careers in Action Summit

Friday, October 9th, held at Kimberly-Clark HQ in Roswell, GA

Whether you are seeking manager approval or deciding on your own, here is the case for attending, laid out directly.

The Investment

- Program fee: \$125
- Program value: \$500+
- Time required: Half day (October 9)

Attending is a direct investment in your career development. A half day and \$125 buy access to \$500+ worth of programming, including a mainstage panel on leading through change in a new world of work, practical workshops on visibility and career navigation, and direct time with other women and leaders working in tech.

The Return

The \$125 fee for \$500+ of programming is a clear return on the content alone, before accounting for outcomes. The return compounds through the format of the day. The mainstage panel on leading through change in a new world of work gives direct access to executives, technologists, and talent leaders, along with audience Q&A. The Skill Sparks on visibility and career navigation are aimed at the kind of career capital that shows up later in performance reviews and promotion cases, not only in the room that day. Spending the day alongside other women working in tech, comparing notes on what they are navigating, adds a layer of value that is hard to replicate on your own. The Coaching Corners round out the day with individualized feedback on how to effectively communicate your experiences and success stories.

The Case, in Three Points

1. **Time.** A half day of focused, structured development is a reasonable and efficient time investment.
2. **Cost.** \$125 for programming valued at \$500+ is a modest expense.



3. **Content.** The program is structured around skill-building rather than just networking. It includes a mainstage panel with technology leaders on leading through change in a new world of work, practical workshops on visibility and career navigation, time with other women working in tech, and Coaching Corners for individualized feedback. You can tie specific sessions to specific development goals.

Making the Case to Yourself

Some women don't need anyone else's approval to attend. If that's you, here's a way to think it through. Look at what's actually on the agenda. The mainstage panel, the Skill Sparks, the Coaching Corners: is there something there that speaks to what you're working through right now, whether that's visibility, a career shift, communication, or building a track record beyond your day-to-day role? If so, invest in yourself and register.

Email Template

If manager approval is required, you can adapt the following:

Subject: A professional development opportunity I'd like to attend, Oct 9

Hi [Manager's name],

I'd like to attend the WIT Careers in Action Summit on October 9 in Roswell. It's a half-day event, so I'd be out that morning and back at my desk in the afternoon.

The program includes a mainstage panel on navigating change in the tech workforce, hands-on sessions on visibility and career navigation, and time with other women in tech working through many of the same things I am. [If relevant, add a line here on what you're personally hoping to get out of it, like a specific session or skill.]

The fee is \$125, and I'd like to use part of the professional development budget to cover it if that's an option. Let me know if you'd like more detail before approving.

Thanks, [Your name]

No Dedicated Professional Development Budget?

Not every organization has a formal budget category for this. An alternative approach is to ask that the cost be covered by a team training budget, a manager's discretionary funds, or an



internal learning stipend, and to offer to share relevant takeaways with the team afterward. Offering to share takeaways, even briefly, frames the request as a benefit to the team, not just the individual.

- Ask whether an individual learning stipend exists, separate from any team training budget.
- Ask whether a women's employee resource group, or a similar group, has funds set aside for this kind of event.
- Offer to cover the fee personally and ask only for the time. Removing the cost from the request can resolve the remaining objection.

If the Objection Is Time Rather Than Cost

- Point out that the commitment is a half day, not a full day.
- Offer to move meetings rather than cancel them.
- If coverage is needed for the role, identify who can provide it in advance.
- Show how the topics covered will build your skills and presence in the organization.