



JUNE 8TH - 10TH - ATLANTA, GEORGIA

Convince Your Boss

Collective is a tremendous value, and we're here to help you get to Atlanta. You're convinced it's worth being a part of Collective 2016, but is your boss? We've made this handy guide that you can use to make your case for attending.

What You'll Do:

A full day with two workshops plus two more days with 12 hours of practical teaching from top-tier leaders at Facebook, InVision, MailChimp, Instagram, government organizations, financial products, and hands-on consultants.

What You'll Learn:

- How to measure the ROI of Content Strategy
- How to navigate challenging content strategy conversations
- Developing content as core business capacity

What You'll Gain:

- Best practices from thought leaders around the world
- Connections and relationships with high-value organizations
- Over 20 hours of new knowledge at the cutting edge of digital strategy and technology

Summary of Costs

Item	Expense
Conference Fee	\$745 with Workshop (early bird through April 2nd)
Hotel	\$600 to \$800 (3 nights)
Flight	\$600 to \$800 (3 nights)
Transport to and from airport	\$200 to \$500
Food	\$150 (lunch is provided on workshop day, plenty of sponsored parties)
Total Cost	\$1720 - \$2220