

# Consona Connect 2010 - ROI Worksheet

## Consona Connect: Maximize your Software Investment

You've already invested in our solutions, but there is no better way to maximize the value of your software—and your partnership with Consona—than by attending Consona Connect 2010. This event creates a one-stop shop for accomplishing many of your annual objectives, ranging from networking with other users and understanding industry best practices, to assessing Consona's vision for your solution, providing feedback on product design, evaluating new products, and offering training and education to your entire team.

Use this return on investment worksheet to convince your boss that your company cannot afford to miss Consona Connect 2010.

## Productive Networking

### **Build contacts via our interactive pre-conference web site**

Join our online community in advance of the conference and get a head start on networking. View profiles of attendees in your industry or field and start those conversations early.

### **Attend networking-centric evening events**

Meet your contacts in person at our daily networking events, where signage, discussion facilitators, and predetermined discussion topics will make networking with new faces a breeze.

### **Get first-hand accounts of customer strategies**

At customer-led sessions, listen to real-world strategies and techniques other users have employed to address challenges and maximize their solutions' value.

### **Gain insights from user group meetings and session roundtables**

Whether at regional user group meetings or focused panels and roundtables, share insights and common issues with colleagues, industry experts and other users.

## Personalized Education for the Entire Team

### **Help design conference content**

Register early and join our pre-conference networking site to vote on session topics and weigh in on what you would like to learn in specific sessions via our instructor/attendee message boards.

### **Build your own agenda**

Driven by your feedback, Consona Connect will feature a menu of sessions that cover everything from industry trends and hot topics to how-to courses across all your Consona solutions. Regardless of your level of system expertise, you can accomplish your goals, whether they be evaluation, implementation, upgrading, configuration, integration, optimization, continuous improvement, or just plain end-user training.

### **Get free one-on-one consulting**

Our consultants are available to help tackle your company-specific questions during our free one-on-one sessions.

### **Join interactive, hands-on sessions and workshops**

Join our advanced technical workshops, hands-on practice sessions, and interactive Q&A breakouts to practice new skills and get answers to your most pressing system questions.

“ I really enjoyed the networking. I met a lot of users whose personal knowledge of the way they use [our solution] assisted in my learning new subjects. ”

- **Becky Walther**, River Bend Industries

“ This was my first time, and I think it was really valuable for my understanding of the system and also to seek improvements opportunities to apply at my company. ”

- **Paula Guillen**, MedTech

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## Partnership Building

### View product roadmaps and new product demonstrations

Understand Consona's vision for your solution, and attend new product tutorials to guide your future purchasing decisions.

### Weigh in on product direction

Talk with product managers to learn about your product's design process, and help guide its development and functionality with your own suggestions.

### Engage our executives, account managers and solution experts

There is something to be said for meeting your account manager and members of the Consona executive team in person. They will be on hand to focus on how Consona can help support your business objectives, answer any questions you may have, and guide you through the conference experience.

“Best part of the conference? Talking with the product design team and getting a better understanding of the design process and how it changes based on feedback from users.”

- Gary J Cifatte, Flexi Software, Inc.

## By the Numbers (\$4,400 Savings)

On the cost to attend the conference versus the cost of onsite consulting or education:

### To attend Consona Connect 2010—

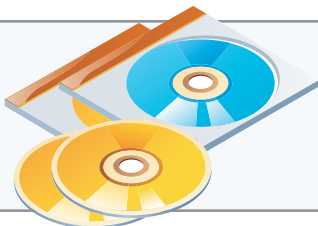
Early Bird Registration Fee	\$1,095.00
Travel Expenses	\$880.00*
<b>Total Cost:</b>	<b>\$1,975.00</b>

\*(Estimate includes: \$350 airfare; \$30 taxi ride to/from hotel; discounted rate of \$89/per night at the MGM Grand Hotel and \$200 for incidentals)

### To receive comparable information by a means other than Consona Connect 2010—

Onsite Consultant for 3 days	\$5,400.00
Travel Expenses	\$1,000.00*
<b>Total Cost:</b>	<b>\$6,400.00</b>

\*(Estimate is based on average travel expenses incurred.)



## Valuable Take-Home Resources and Demos

Attendees of Consona Connect 2010 will receive a CD packed with the full materials from every conference session. You'll take home tips from our solution experts, step-by-step instructions, and code that will expedite your projects throughout 2010 and into 2011.



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