

Justify Attending HTCIA to Your Management



International Conference & Training Expo September 16 - 19, 2012 - Hershey, PA

With all the conferences to choose from throughout the year, it's important that you communicate with your supervisors about which will benefit you the most. You know HTCIA affords the best mix of in-depth networking together with training; now, convince the people who are paying for it with this model proposal.

Summary

The HTCIA International Training Conference & Exposition combines our best training with our best networking. Conference participants have the chance to build face-to-face relationships with one another, with vendors showcasing the newest and most reliable technology in the industry, and with industry leaders from around the world. We see this conference as laying a critical foundation for the times when, inevitably, investigators from law enforcement and private industry will come together to solve a case.

Benefits of Attending

Both small and large organizations need reassurance that their monetary outlay will be an investment, not just another cost. With HTCIA, the investment has multiple returns. Some of these include:

- The chance to learn new, field-tested methodologies for dealing with current and future threats.
- International perspective. Participants from previous years flew in from Canada, Mexico, the Netherlands, Taiwan, Pakistan, Norway, and Germany.
- Keynote speakers in top leadership positions from criminal investigation, cyber security, and law.
- All-inclusive networking events that bring together investigative professionals with vendors.
- Non-vendor specific training and exhibit hall. Shop for the solutions that will best fit your needs.
- A mix of learning sessions, hands-on labs, keynote address, Exhibit Hall access, networking events, meals and wireless Internet that saves money -- it's all included in the conference fee.

- Generous contributions of free forensic and security software from our sponsors. Last year, sponsors donated more than \$2,000 worth of software to *each* participant.
- Training on leading industry products in our vendor showcase events.
- Low cost. As a non-profit, we don't have to charge the high prices that others do to deliver high quality training.

Case studies, tool demonstrations and in-depth discussions about many different aspects of high tech crime round out conference participants' experience. Participants return home not just armed with the best information -- but also able to put it to work immediately.

Create a Strong Business Case

Managers appreciate business cases that show the value they will be getting for their investment. This guide will help you develop such a proposal.

Include:

- Your intended session selections (we'll make our agenda available online once it is finalized).
- Explain why the information you expect to receive or the skills you expect to develop will benefit your organization. Think in terms of the challenges your managers face.
- Describe the lecturers, colleagues or other thought leaders you plan to meet with. Networking can be as valuable as learning sessions. Have people you've met online or over the phone? Take the opportunity to get to know them face-to-face following a lecture, at an after-hours event, or in the luncheon hall. Outline how your expertise will likewise reflect well on your organization.
- List the vendors you would like to meet with. Our floor plan is located here: <https://www.htciaconference.org/virtualplan.html> (you can roll over the booths to see who will be available). Describe how these vendors' solutions will help your organization overcome its investigative challenges.
- Make your financial case. Figure in cost of registration, travel, lodging, meals and other expenses; then, compare it to the cost of meeting with vendors and individuals in more conventional ways, including the length of time it would take to build remote relationships. You may also want to compare the cost of this conference to the cost of other conferences.

Overcoming Objections

Our budget only allows for one conference (or no conferences) this year.

HTCIA is much more than a conference. Our labs offer hands-on, practical training; our lectures come from some of the best minds in our community. With one of the lowest and most inclusive registration fees in the industry, free software, and early bird discounts, HTCIA offers the best value. Registration covers all lectures, labs, exhibit hall, luncheon,

and banquet dinner for each registrant, along with networking opportunities and fun after-events.

Digital forensics, cyber security, incident response, criminal and civil legal issues, eDiscovery and criminal investigations are all represented in their many different aspects. Each year, HTCIA offers the most up-to-date sessions on the most current topics in our industry.

We can get a better benefit from a larger conference.

HTCIA is, yes, one of the smaller events in our industry. However, this makes it one of the more intimate conferences. 600 participants can network much more meaningfully than 1200, and it's possible for vendors to develop relationships that go deeper than sales pitches.

Labs we want always fill quickly/lectures happen simultaneously, and I can't attend everything I want to.

This year, we're offering 14 labs, enough on multiple topics that we believe you'll be able to get in to a lab you want. If you can't attend all the sessions, don't worry -- we'll make all presentation materials available on a DVD-ROM that you'll get when you first register.

In past years some of the lectures were vendor pitches.

We are careful to separate our Exhibitor Showcases from our lectures and labs. While our sponsors put on our labs, they're careful to provide a balanced perspective to their teaching. And our lecturers receive guidelines on providing only educational content, guidelines to which they all managed to adhere in 2011 in Indian Wells.

I'm a government employee, and we can't afford hotel or travel.

We have negotiated hotel room rates of \$103 per night -- including free Wi-Fi for all areas of the hotel, and free parking. Travel remains up to you, but what you save in lodging expenses you can spend on airfare and/or vehicle rental.

Hershey is too far/too remote.

Hershey is actually only 15 minutes from both the Harrisburg International Airport (MDT) and the Harrisburg Train Station. The Hershey Lodge, our conference venue, [has more information on its website](#) about air, train, and ground travel, complete with distances and travel times.