



How to Convince Your Boss SWTA Annual Conference is a GOOD Investment...

Your boss wants to know the value of an investment. For 38 years SWTA has proven to be a worthwhile professional development investment. Get tips to convince others of what you already know.

Five Tips to Talk to the Top

Discuss the benefits your **AGENCY** will receive. Explaining your professional gain is important, but financial decision makers want to know the **BOTTOM LINE BENEFIT** for the organization.

1. Give Examples

How will your attendance help you meet the goals of your agency? Answer this one question and you are half-way there!

2. Focus on Expert Transit Trainers

Training from nationally recognized transit experts in your region, about your region. Learn from industry leaders who understand your situation because they DO or have done your job. In addition, SWTA training events provide access to Federal Transit Administration staff. Don't miss out on this one-on-one opportunity.

3. Highlight Interactive Learning

SWTA offers an interactive learning environment. Our training philosophy is that participants should be involved and participate to retain the most information. We encourage everyone to add value to their own learning experience by doing.

4. Emphasize Essential Information

SWTA designs our training classes to have the information you need. Before developing each workshop, first, we listen, then we bring in the big guns to deliver that information.

5. Invest in Your Team

Keep your agency up to date by investing in your team. An investment in leadership is an investment for the future of transportation in your city. You and your employees need up-to-date, relevant information and all will get it at SWTA training events.