



Guide to selling the value of Citrix Synergy 2012

This guide can help you persuade your manager to approve your plans to attend Citrix Synergy in Barcelona on 17-19 October. At the end of this document, you'll find a sample email that you can personalise and send to your manager.

Synergy delivers a return on your company's investment by providing many opportunities for insight, technical training and professional networking. Here are points that you can make to show your manager how much value you and your company will gain from Synergy.

Experience insights

The information, skills and resources you will take away from Synergy can directly benefit your IT deployments, your organisation and your own professional development. This one conference can equal or surpass the value and impact of several training courses—without requiring repeated travel and multiple absences from your job.

At Synergy, you can choose from:

- **Instructor-led Learning Labs** – These intensive in-depth technical classes and workshops provide up to five hours of experience with key Citrix products and technologies under the guidance of a Citrix technical expert.
- **Self-paced Learning Labs** – These on-demand labs complement instructor-led training, giving you the freedom to learn at your own pace and on your own schedule.
- **Free certification exam** – Take the Citrix exam of your choice onsite at the Testing Center and become a Citrix Certified Administrator—or earn another prestigious Citrix credential.
- **Breakout sessions** – Presentations are grouped into four tracks: Mobile Workstyles, Cloud Convergence, Desktop Virtualisation and Enterprise Cloud Networks. Many sessions feature customers like you, who describe



how they use these technologies to achieve specific business and IT goals.

- **Live demos** – Experience the newest Citrix and partner products throughout the conference.

View the Session Catalog for the full list of breakouts and labs at www.citrixsynergy.com/barcelona under Learn.

Interact

Face-to-face relationship building is one of the top advantages of being on site at Synergy, but the conference also provides social networking tools so you can engage with fellow participants before and after the event.

- **Geek Speak Live!** – This conference within a conference puts techies in the spotlight. You can interact with well-known bloggers and other tech gurus.
- **Event Connection Lounge** – Your My Synergy Event Account lets you contact other attendees and set up on-site meetings in the Event Connection Lounge.
- **Solutions Expo** – This is the perfect place to network with peers and meet representatives from Citrix and leading partners for one-on-one demos or even white board sessions. Collect business cards or exchange your Twitter, Facebook or LinkedIn information for future reference.

Discover innovation

The expanded horizons and technology vision you'll gain at Synergy can have a major impact on your company's IT strategy. Learn what's new, see what's possible and find out what others have accomplished using cloud, collaboration, networking and desktop virtualisation solutions.

You'll be inspired by:

- The power and potential of the cloud era as envisioned by Citrix CEO Mark Templeton
- Customer case studies highlighting successes and lessons learned



- The Innovation Award honoring customer organisations that have achieved outstanding success

Extend Synergy benefits to your team via SynergyTV

SynergyTV offers another way to maximise your ROI from Synergy. After the event, share with others what you've learned by inviting your team to view Synergy keynotes, selected sessions and event coverage. You can also share PDF files containing session presentations, which can be downloaded from your My Synergy account post event.

Synergy Barcelona pricing and special promotions

Now is the time to register, as discounts are available. There are more opportunities to save than ever before:

- First-timers €880 until 31-August, €995 post-deadline
- Alumni €845 (no deadline)
- Government employees €845 (no deadline)
- Group rate (3-person package) €2,550 (no deadline)

For full pricing and special offer details, visit www.citrixsynergy.com/barcelona under **Plan & Register**.



Sample email to management

Subject line:

Why it's important for me to attend Citrix Synergy 2012 in Barcelona

Dear [name]:

Cloud, collaboration, networking and virtualisation solutions are playing important roles in today's top IT trends— mobile workstyles and cloud services. They offer our organisation a path to increased IT efficiency and control, greater business agility and more freedom and choice for our employees.

The best place for me to learn more about these technologies is at Citrix Synergy in Barcelona on 17-19 October. You can review the conference details at www.citrixsynergy.com/barcelona.

My participation at Synergy is a great investment for our company that will yield immediate results:

- Synergy includes more than 50 technical sessions, as well as instructor-led and self-paced labs for skills training. The sessions are presented by Citrix experts and guest speakers including customers and industry analysts.
- This single conference is the equivalent of multiple training courses that would require separate travel costs and time away from the office. Plus, I can even take a free Citrix certification exam on site.
- The Solutions Expo will give me the chance to evaluate many new products and services from a range of vendors, all in one place.
- I'll have many opportunities to get advice and guidance from Citrix architects, consultants and product experts, and learn about new products that could enhance our implementation.

Finally, there are currently some special deals on registration that will help make Synergy even more affordable.



Thank you for considering my request. I'm confident the information, training and professional contacts I'll gain from Synergy will far outweigh the relatively modest cost. If you agree, I'll register today.