

HOW TO JUSTIFY YOUR ATTENDANCE AT THIS YEAR'S PREMIER CONFERENCE – ORACLE WITH 20:20 FORESIGHT

PROFESSIONAL DEVELOPMENT

If you have career discussions with your manager, tie your career goals and future development to specific kinds of training opportunities that you need, or knowledge you need to obtain.

TRIP REPORT

Arguably one form of teaching others, the trip report is a write-up of the sessions you attended, written for other people in your department. The best trip reports trigger people to come ask you questions. There is rarely much value in 10-page trip report documents; no one reads them. Instead, a two or three page summary, with URLs and pointers for specific questions get much more mileage. Another option is to offer to meet with your superiors for a recap the first week after the conference. We provide a copy of all presentations after the conference for you to download and use to share knowledge.

OFFER TO TRAIN OTHERS IN WHAT YOU LEARNED WHEN YOU RETURN

You can pitch your trip to *Oracle with 20:20 Foresight* Conference as a way to bring back skills and knowledge to the rest of the organisation. If you have any experience in training or teaching, you can use that as your justification to attend instead of sending other co-workers.

CONNECT THE VALUE OF THE CONFERENCE TO BUSINESS GOALS

Regardless of company or divisional goals, you can rightly claim that sending staff to the *Oracle with 20:20 Foresight* Conference will help put in more expertise and knowledge towards helping the business. This argument puts less of the focus on your professional goals, and more on the company.

THE ORACLE WITH 20:20 FORESIGHT CONFERENCE 2008 WILL PROVIDE INNUMERABLE OPPORTUNITIES

Opportunities for you to increase your knowledge of DBA, Developer, of E-Business suite, Siebel and Hyperion solutions and benefits, and to ensure your organisation optimises its investment to deliver real ROI, today and tomorrow.

Top Ten Reasons why you can't afford to miss the *Oracle with 20:20 Foresight* Conferences 2008:

1. Network with over 1,000 attendees representing the leading organisations from across Asia Pac and learn from their experiences of working with DBA, Developer, of E-Business suite, Siebel and Hyperion solutions.
2. Gain insight into Oracle's vision and strategy.
3. Spend time with leading experts and proponents to help maximise your investment in your existing and future infrastructure.
4. Learn about the key industry trends and dynamics in the Asia Pac region.
5. Seize the opportunity to meet with Oracle executives and vendors.
6. Grow your technical skills through the education, hands-on labs, and in depth presentations that will be available throughout the event.
7. Do even more with what you already have. Learn how to maximise the value of your existing investments.
8. Learn about new features that increase ROI.
9. Bring information and copies of presentations for others in your organisation, i.e. DBAs or developers.
10. Oracle Corporation has proved that members of user groups make fewer calls to Metalink than non-members. One of the reasons is that the members get to network with other users and learn about real life implementations.

AUSOUG Conferences have been cited as one of the most cost-effective ways to gain the tools and knowledge you need to meet the changing demands of information technology. You'll pay a reasonable amount for intensive education, unlike any offered within the industry, and you'll garner a tangible, immediate return on your investment.

In addition to the direct savings on education, conference attendees make professional contacts that they can consult long after the conference ends. They have direct access to Oracle managers. The conference offers an opportunity to talk one-on-one with industry vendors who provide the latest products and services. This means attendees return to the office with real-time solutions that can be implemented immediately - without wasting countless hours in independent research.

A typical AUSOUG Conference attendee participates in over 20 hours of sessions presented by leading professionals in the IT industry - individuals who would charge up to \$200 per hour, if you could secure them!

The following is a selection of quotes from a number of your peers who attended in 2007.

"Excellent content and Impressive number of international speakers" - Nick Hobbs, DBA, University of WA.

"Very valuable event, very good content, very valuable networking" – Stuart Smith, Systems Admin, Santos.

"Useful to hear others experiences and advise" – Gene Schneider, Web Developer, Talent2.

"Always a useful resource for applications user and support..." – Malcolm Gibson, Snr Finance Systems Officer, Dept of Education and Training.

"Informative and professionally run" – John Maclean, DBA, Dept of Emergency Services.

"...an excellent opportunity for updating on latest from Oracle" – Pranabh Jain, DBA, MMIM.

"Thank you for such excellent presenters..." – Faizah Yusoff, Snr Business Analyst, Tabcorp.

"An excellent opportunity to network with professionals from various organisations" – Edgar Ignacio, Technical Consultant, Westpac.

A CUSTOMIZABLE LETTER TO YOUR MANAGER

I would like to attend the *Oracle with 20:20 Foresight Conference 2008*, the premier venue for knowledge acquisition for all products in the Oracle range. The conference will enable me to attend a number of DBA/Developer/Siebel/E-Business Suite/Hyperion seminars that are directly applicable to my work on <enter project name> and allow me to network with a number of experts. Many of the technical presentations give information on how to reduce costs, increase availability or deal with regulatory compliance issues. I am seeking sponsorship for the registration fee, travel expenses to the conference and living expenses during the conference. I wish to attend the optional educational seminar entitled (place name of session here) on the day after the conference, because it covers technology I am using in the project. The total costs for the conference are (list costs here). The detailed cost breakdown is listed in the paragraph below.

The full price conference fee of \$745 has been reduced as we/I are/am already member/s of AUSOUG (or OAUG), but a Super Early Bird price of \$595 is available if I register before 25 July 2008.

<You will need to insert your travel cost numbers in here>

Here is the breakdown of conference costs:

Airfare: \$xxx

Hotel: \$xxx

Meals: \$xx

Conference Fee: \$xxx

The total travel costs are \$xxx .

There is a total conference cost of \$xxx

<You will need to insert the presentation abstract information in here that is customized for your current situation, these examples are from the 2007 conference. >

There are a number of technical presentations that I would attend that would give me some knowledge in areas of DBA/Developer/Siebel/E-Business Suite/Hyperion that could immediately be put to use with the <project(s) you are working on> system. The presentations are done by people with hand on experience and expertise in their area. Tom Kyte and Rich Niemiec are just two of the acknowledged experts who will be at the conference. I chose each of these presentations because it is directly related to an issue we are dealing with in the <project(s) you are working on> system right now. Getting the information in a seminar format will greatly reduce the research time and costs the DBAs would normally incur in researching the topics. Incidentally, I have only listed some of the seminars that I will attend. Including them all would make this memo much too long.

"Release 12: New Financial Architecture" by Jeannie Dobney; Graham Goodwin, will help <your company> as we are planning to upgrade from Release 11 in the next 6 months and this presentations gives tips on how to migrate to R12. It will include discussion on the new functionality within Financial Applications in Release 12 and business value of the new features and how to take advantage of them.

"Going to Extremes – Predictably scale your J2EE & .NET applications with the Oracle Coherence data-grid" by Tim Middleton, a recognised expert from Oracle will help the IT department with its current issues on scaling our applications. We have been investigating options but know little about Oracle Coherence in-memory data grid solution, which will claims to reliably manages data objects in memory across many servers and automatically and dynamically partitions this data. This enables continuous data availability and transactional integrity, even in the event of a server failure. This option is worth exploring before we expend funds on higher power server.

"New Tuning Features in Oracle 11g" by Penny Cookson, will help <your company> because the DBAs have just moved to 11g and are not fully conversant with all the new tuning features. One of the critical KPIs for our application platform is to provide a stable level of performance over time. Oracle 11g is set to introduce a number of features that will assist the DBA in providing a stable environment for mission critical applications. Penny Cookson has been named (by Oracle) as Trainer of the Year 2006, and the opportunity to hear her tuning tips will be invaluable to our organisation. She

discussed how to capture and replay workload, the management and fixing plans and the 11g Automatic Tuning Advisor.

“Web Services - An Implementation Case Study” Dennis Remmer will help us with understanding the best way to actually implement web services within our organisation. By learning from an actual case study we can fully understand the issues and risks faced by BMW Australia and CarSales.com.au when conducting secure automated B2B transactions across the web. This knowledge can directly assist with our current project <enter project name here> as this is a critical component of the system, and one with which we have very little experience in. Dennis Remmer will outline the technologies, techniques and tribulations experienced in a real world implementation.

The opportunity for me to develop better contacts with experts and to gain knowledge in specific areas of technology makes my attendance at this conference a wise investment, which will yield rich dividends for <your company>.