



## JUSTIFY YOUR ATTENDANCE

Below you will find several helpful tips and documents for you to demonstrate that your attendance at the On-Board Diagnostics Symposium (OBD) – Europe is a valuable investment.

### WRITE A LETTER TO MANAGEMENT

Do you need help getting approval to attend OBD-EU? If so, download our customizable [Dear Boss letter](#) to submit a memo to your supervisor about the value you and your organization would receive from your attendance.

### BE MONEY CONSCIOUS

In today's challenging economic environment, it's important to save money where you can. The lower your expected expenses are, the greater the chance your trip to OBD-EU will be approved by management. Reduce overhead by pre-registering for the event – all registrations completed by February 28, 2020 will receive a \$100 early registration discount.

[Interested in becoming an SAE Member?](#) Join SAE's network of 127,000 members and start empowering yourself today with member benefits that include technology resources, career enhancement, professional development, networking, leadership, and recognition opportunities. Members also save up to \$440 on registration for OBD-EU.

Lower expected costs even more by booking your room in the OBD-EU hotel block to take advantage of specially negotiated rates\*.

*\*Hotel discounts expire on February 10, 2020*

### ATTEND AS MANY TECHNICAL AND NETWORKING SESSIONS AS POSSIBLE

Attendees will have access to sessions ranging in a verity of topics, including:

- On-Board Diagnostics Systems Development

- Updates on SAE and ISO Standards
- AUTOSAR
- Electric Vehicles
- Cybersecurity
- Light- and Heavy-Duty OBD Updates

Join 160+ technical experts and business leaders for a forward-thinking look into emission regulations, emerging technologies, industry drivers, legislative policies, and standards. Interact with key thought leaders and absorb critical insights that will equip you with the resources to meet regulations in Europe, North America, and Asia.

### **CREATE A TRIP REPORT AFTER ON-BOARD DIAGNOSTICS SYMPOSIUM – EUROPE**

Once your manager sees the number of new business contacts you made, what you have learned and how that knowledge can be applied across your company, they will be more inclined to send you to OBD-EU again, or even join you next year. [Download a sample trip report here.](#)

### **SHARE YOUR KNOWLEDGE WITH YOUR COWORKERS**

Bring your OBD-EU materials back to the office to share with your coworkers. Also, offer to present your learnings at a future staff meeting.

**DEAR BOSS LETTER: Attending On-Board Diagnostics Symposium**

*Customize this letter/email to fit your situation and needs*

<Supervisor Name>,

I am seeking your approval to attend the On-Board Diagnostics Symposium (OBD) – Europe in Dublin, Ireland on March 24-26, 2020.

OBD-EU is the premier conference for engineers and managers from around the world to gather valuable technical knowledge, insight, and critical information on rules and regulations and SAE International standards associated with light- and heavy-duty emissions/OBD systems. Held annually, this event provides on-board systems professionals with critical insight into developing technologies, the chance to network with top-level executives from OEM and supplier companies, and access to more than twenty technical presentations – ranging from OBD development and standards to AUTOSAR and cybersecurity.

With a rapidly changing regulatory climate across the globe, the technical program at OBD-EU will keep me abreast of the newest CARB, EPA, and European regulations and requirements, SAE International standards, and cutting-edge technologies to address industry challenges.

Benefits of attending:

- Meet with standards developers to gain a better understanding of the proposed changes to both SAE International and ISO standards
- Solicit feedback on current product developments, research, and experiences
- Learn, understand, and apply new strategies for OBD
- Network and interact with individuals representing customers, partners, suppliers, regulators, and competitors
- Learn about new products and services available from sponsoring/exhibiting companies

This is an informative industry event that will enable me to attend several technical sessions that are directly applicable to my work and will allow me to network with a variety of experts from across our industry. The access to information from experts themselves will greatly reduce the time and costs it takes me to research these topics.

Below is the approximate cost of attending for your review:

Airfare:           \$  
Hotel:             \$  
*(Includes <\$50/\$100> discount)*  
Meals:            \$  
Registration:    \$  
**Total:**           \$

Please let me know if you have any questions, and thank you in advance for your support in my professional development.

Sincerely,

<Your name >



## TRIP REPORT

**TO:**  
**FROM:**  
**DATE:**  
**SUBJECT:** On-Board Diagnostics Symposium – Europe

### ABOUT ON-BOARD DIAGNOSTICS SYMPOSIUM – EUROPE:

OBD-EU is the central location to gather valuable technical knowledge, insight, and critical information on rules and regulations and SAE International standards associated with light- and heavy-duty emissions and OBD systems. This event also serves as the platform to explore regulatory compliance strategies and to provide perspective on the direction of emissions controls, measurement strategies, and systems development.

### MAIN PURPOSE OF ATTENDING:

*State here the main reason(s) why you chose to attend OBD-EU.*

### TOP THREE THINGS I LEARNED FROM ATTENDING OBD-EU:

1.	
2.	
3.	

### SUMMARY OF EXPERIENCE:

*State in this section your overall attendee experience. Was it worth your time and money? Do you wish you had more/less time at OBD-EU? What takeaways did you get out of attending the technical program? How did you feel about the variety of products/services/equipment on display at the exhibits?*

### RECOMMENDATIONS:

*Include in this section how you want to implement the knowledge you gained at the event at your*

*company. Are there new products/services/solutions that you saw at the exhibits that you want your company to purchase or research further? Also state here if you feel that other people should have attended or should attend in 2021.*

**COST BREAKDOWN:**

	<b>Budget</b>	<b>Actual</b>
Registration Fee	\$	\$
Airfare	\$	\$
Transportation	\$	\$
Hotel	\$	\$
Meals	\$	\$
<b><u>TOTAL</u></b>	\$	\$

**NEW CONTACTS MADE:**

Contact 1 Full Name	Company Name	Title	Area of Expertise
Contact 2 Full Name	Company Name	Title	Area of Expertise
Contact 3 Full Name	Company Name	Title	Area of Expertise
Contact 4 Full Name	Company Name	Title	Area of Expertise
Contact 5 Full Name	Company Name	Title	Area of Expertise
Contact 6 Full Name	Company Name	Title	Area of Expertise
Contact 7 Full Name	Company Name	Title	Area of Expertise