

# Making the Ease

Join Us at NWiR Day 2024!

February 4-5, 2024 | Las Vegas, NV

Don't swing and miss! This guide will help you hit a home run and secure your ticket to National Women in Roofing Days 2024 where we will be **Hitting it Out of the Park with Allies and Advocates!** Participate in sessions led by an all-star lineup of industry experts and respected leaders.

Attending National Women in Roofing Days will help you gain new ideas and skills and make valuable connections within the roofing industry. But how do you share the value of this event with your company in order to justify your attendance? Below are some helpful tips and tools to get you started.

## Top 3 Talking Points & Tips

- 1 Clarify that this is an investment in you — as well as your company. Talk about what you will bring back after the event, including new knowledge about the industry and best practices.
- 2 Point out that by attending, you directly expand your network putting you in touch with individuals and businesses representing the roofing industry.
- 3 Make sure you offer to share the information you will gain with colleagues; a quick presentation or a short write up in your internal newsletter could be an invaluable way for others to benefit from your attendance

## YOUR GUIDE TO ADVOCATE ATTENDING NATIONAL WOMEN IN ROOFING DAY

- 1 Review and choose the sessions you're most excited about from the event agenda and review your company's upcoming goals and strategies. Look for common themes and objectives between your manager's or company's goals and what you can learn here.
- 2 Read the common objections on page 2 and be ready to confidently answer them (facts, numbers, proof). Also, check out pages 2-3 for details about who attends the event and the reasons why it is an excellent choice.
- 3 Once you've done your homework and prepared your case, download a copy of the letter we have prepared (example on the back) customize and share it with your manager — preferably in person!

\*\*\*Choose from select sessions in Spanish (keynote will also be translated into Spanish).

## NWiR Days

### TOP 5 REASONS TO ATTEND:



Be inspired by the knowledge, creativity, and heart in our industry, openly shared in sessions.



Meet potential collaborators, mentors, and clients during networking opportunities.



Re-energize professionally with sessions on *How Women Rise*.



Strengthen skills to be a more effective ally and advocate in the industry.



See, touch, and experience through our hands-on sessions.

### TRAVEL TIP

And with your safety and wellbeing in mind, please see our [travel safety guide](#)! Even if you are a frequent flyer, a refresher is never a bad idea!



For more NWiR Days 2024 resources and registration: [www.NWiRDay.org](http://www.NWiRDay.org).

**NWiR**  
National Women in Roofing



# How to answer common objections with confidence.

## OBJECTION

**Attending the seminar is too expensive.**

**Response:** Be prepared with the costs of NOT attending. Compare the cost involved to what might be lost if you aren't able to fill the sales pipeline or create opportunities for growth or keep up with the latest technologies (whatever is important to your business). Be sure to talk about the value of creating a network within the industry that you can turn to when faced with a challenge. If you want to bring your team, talk about the value of learning together.

## OBJECTION

**National Women in Roofing Days are just like any other networking event. It's just filled with lofty ideas and big parties.**

**Response:** NWIR Days are specifically designed for multi-disciplined roofing professionals, so you can be assured that I won't be wasting my time with sessions that don't address our particular business challenges. The speakers are experts and practitioners — they are the ones in the trenches, doing the work. They understand what works, and what doesn't. I will learn the steps (and how to do them) to — new tactics and strategies when I get back to the office.

## OBJECTION

**It's too much time away from work.**

**Response:** I've come prepared with a plan of how I'll cover my responsibilities while I'm away. By dedicating two nights and one full day to this experience, I'll be able to focus and fully immerse myself in "learning mode," which will allow me to execute what I learn faster and give me new ideas to help us reach our goals faster.

## OBJECTION

**You can learn the same content from webinars and articles.**

**Response:** Webinars and articles can fill some gaps, but they can't replace in-person experiences. At NWiR Days, I'll meet other roofing professionals facing the same challenges. There's also the chance to network directly with speakers and other attendees to ask the targeted questions I have, so we can meet our specific goals.

*Objections we missed? Need more help? Email us at [info@NationalWomeninRoofing.org](mailto:info@NationalWomeninRoofing.org). We're happy to help!*

# More reasons that NWiR Days are a good investment.

NWiR Days are the premier event for women in the roofing industry. There are a lot of events out there, but no others where the entire program is focused on the unique challenges and opportunities affecting women in the roofing industry.

## Business is constantly changing.

For many of us — whether we are just starting out or have twenty-plus years under our belts — there is a gap between what we already know and what we need to know to be the best at our jobs and for our businesses.

At NWiR Days, sessions are designed to help bridge that gap, whether it's learning the latest application techniques, creating a company culture that attracts and retains talent, speaking with leading marketing and technology providers or developing short-term and long-term business strategies.

**Review the planned sessions for 2024 at [www.NWiRDay.org](http://www.NWiRDay.org).**

## Advice and connections are invaluable.

Attendees have the chance to meet, network, and get advice from hundreds of roofing professionals who own or work for roofing contractors, manufacturers, distributors, and service providers from across the country. From the focused breakout sessions to targeted regional networking, introverts and extroverts alike will be able to create connections that they can turn to for advice for years to come.



## It's all about ROI.

The majority of company budgets are dedicated to customer service, marketing and employee recruitment and retention, but most companies find their investments to only be slightly or somewhat effective. Companies continue to invest in marketing technologies, recruitment efforts and service tools, but they don't have a sufficient strategy in place to utilize them. There are many reasons for this, and NO seminar can solve all of them. But investing in their team by giving them the education to do more with the tools they have is an excellent start.

# We Started a Sample Letter for You!

Dear [ENTER MANAGER'S NAME],

I would like your approval to attend National Women in Roofing Days in Las Vegas on February 4-5, 2024. This is the premiere conference for multidisciplinary women professionals in the roofing industry to learn about the latest business strategies and tactics and share their secrets to success.

Sessions cover everything from ABC and QRS to NOP and XYZ [insert topics that are most important to your business if needed]. Unlike many conferences, the sessions at NWiR Days don't focus on using specific platforms or tools, nor is it all theoretical talk. The content is applicable to all roofing professionals, and I will walk away with the steps I need to implement what I've learned.

Between the content presented in the sessions, post presentation Q&A with speakers, roundtables, and networking with fellow attendees, I plan to learn new strategies and tactics and get a plan for action, so that I can help improve our efforts as soon as I return to the office.

NWiR Days will have sessions, including:

[Insert three sessions that you think would benefit your organization]

Learning how to [INSERT INFORMATION YOU'RE EXCITED ABOUT LEARNING AT A SESSION] will help me [INSERT A NEW SKILL HERE (I.E. HELP ME DEVELOP A STRATEGY ON XXX THAT WILL ALLOW ME TO MEASURE ITS SUCCESS.; HELP ME LEARN HOW TO IMPLEMENT XXX TO IMPROVE PRODUCTIVITY AND EFFICIENCY.)]

Upon my return from NWiR Days, I will share takeaways, including those that we can implement immediately to see real results. You can also learn more about the seminar at [nationalwomeninroofing.org](http://nationalwomeninroofing.org).

I've broken down the approximate cost of my attendance at NWiR:

- Airfare/Travel: [\$IF APPLICABLE]
- Hotel: [\$IF APPLICABLE]
- Seminar [and Conference] Pass: [\$AMOUNT: make sure to consider whether you want to include attending IRE]

Total: [\$AMOUNT]

Thank you for your consideration of this request. [YOUR NAME]

[YOUR NAME]

[Download the template](#) to write your sample letter.