



22 November | The Westin Singapore

Complete guide to get approval to attend Energy Risk Asia 2018

Attending Energy Risk Asia presents a great opportunity for you to connect with industry peers, grow your knowledge base and ultimately benefits your employer. While the benefits are obvious, your manager may be still hesitant to grant you approval because of various reasons.

Therefore we have prepared this guide for you to make the case hoping to make it easier for you to pitch it to your manager.

Event statistics



300+
Attendees



21+
Industry heavy
weight speakers

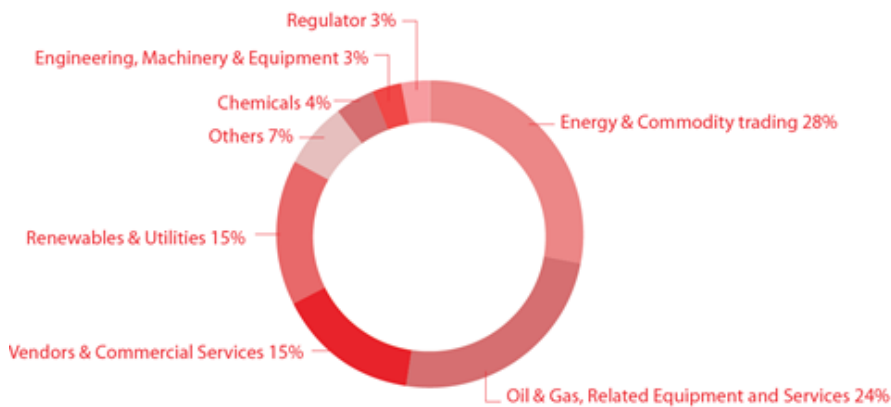


Deep dive panel
discussion

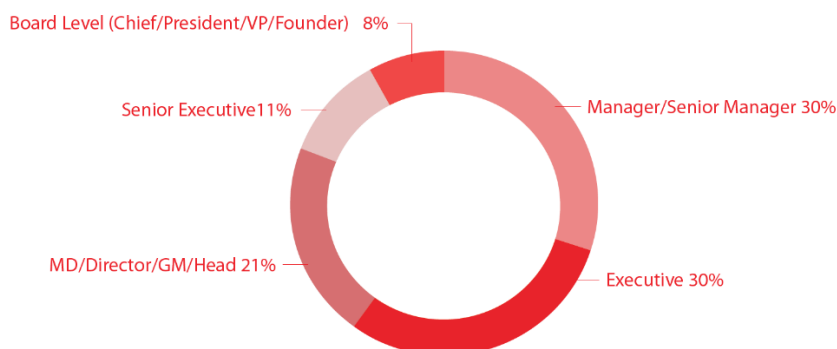


Champagne
Roundtable

Delegates by company type:



Registration by seniority:





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Step-by-step guide to get approval

1. Review the conference agenda - choose the sessions you are most interested in and set learning outcomes. Let your manager understand how attending Energy Risk Asia could enhance your knowledge base and make you more valuable in the workplace.
2. On page 3, we have listed out the common reasons of approval declination and the answers to them. Get yourself prepared to answer them.
3. On page 5, we have listed some more reasons why you should not miss out the Energy Risk Asia 2018.
4. Lastly, fill out the request for approval letter on page 6 and submit it to your manager.
5. If you have any questions or if there's anything else we could do to help, [email us](#) or call us at +852 3411 4856. We are here to help.



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4 Common objections and how to handle them

1: “You can network with people online and learn the same thing from free online resources like webinars.”

Answer: A recent research published in the Journal of Experimental Social Psychology and reported in Harvard Business Review, suggests a face-to-face request is 34 times more successful than an email. At Energy Risk Asia, I can meet hundreds of regulators, industry leaders and have intellectual conversations with them. Moreover, I can learn industry best practice from industry heavy-weight speakers and benchmark our practice with industry peers.

2: “Your workload wouldn’t allow you to be away for this conference.”

Answer: It will only take me (3) days for attending the conference. I have prepared a plan for my leave. Attending Energy Risk will give me new ideas to work more effectively and it will eventually be beneficial for our team.

3: “It is too expensive.”

Answer: You are missing out the chance to get valuable leads and get your deal sealed. We have learned from our past attendees’ feedback that a lot of them have gotten the deal done with the new clients they met or the new connections they made at the conference. Also, it is the perfect chance for you to benchmark your firm against your industry peers.

4: “Why Energy Risk Asia? You could attend any other conferences.”

Answer: Energy Risk Asia is not just like any other Energy/Commodity conferences. It is designed for the industry professionals to equip themselves with the latest techniques for measuring, modelling, and managing risk. The conference will explore how the industry is finding solutions to the regulatory challenges impacting businesses trading in the energy markets with our expert speakers. I will learn how to face the industry challenges and actually implement new tactics and strategies I learnt at the day when I get back to the office.



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Who did our past participants say about Energy Risk Asia?

"I look forward to contributing to next year's conference as well, I'm sure there will be a new challenge for the industry in 2018!"

- 2017 Speaker

"Thank you very much for holding the conference the other day. It was a well-run and very informative conference."

- 2017 Delegate

"The general organization and running of the event was to a very high standard."

- 2017 Sponsor

Snapshot of past attendees





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More reasons why you need to attend Energy Risk Asia

Energy Risk Asia is the premier conference for ETRM professionals. Against this backdrop and in its 11th year, Energy Risk Asia continued to be the pre-eminent event for risk managers to discuss these and other burning issues of the day. The conference featured a number of industry leaders - from market participants, regulators, analysts and commentators.

The market uncertainties energy traders and risk managers are facing. Growing geopolitical uncertainty, regulatory changes in the swaps and OTC markets, the growing trend of new energies and the constant speculation on the direction of the oil price are some of the main challenges that are shaping Asian energy markets. Gather with your industry peers and experts to come up with real solutions.

Networking opportunities and face to face conversations with senior contacts. Energy Risk Asia continues to provide excellent networking opportunities for energy professionals from companies like BP, Chevron, Olam, Societe Generale and a lot more. From networking breaks and engaging sessions like roundtable discussion and war games, delegates will get to build connections that will be beneficial in long term.



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Request to attend the Energy Risk Asia 2018

Dear [Manager],

I would like to request approval to attend Energy Risk Asia 2018 conference to be held in Singapore on 22 November. Due to the attention that we are giving our budget spend, I would like to outline the benefits and value that this event will deliver.

This is the premiere conference for energy traders, risk managers and other industry professionals to get together to learn about the latest strategies and tactics, and share their secrets to success. The conference featured a number of industry leaders - from market participants, regulators, analysts and commentators.

The programme is backed by the editors of Risk.net, world's leading source of in-depth news and analysis on risk management, derivatives and regulation. Sessions cover everything from geopolitical risks driving energy prices and ETRM innovations to latest developments in blockchain technology and its relevance to the industry [or other topics relevant to your business].

The conference will explore how the industry is finding solutions to the regulatory challenges impacting businesses trading in the energy markets. I plan to learn how to face the industry challenges and actually implement new tactics and strategies I learnt at the day when I get back to the office.

Energy Risk Asia 2018 will have sessions include:

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

I will have the opportunity to learn how to

- Learning how to [What are you most excited to learn about at the conference]

I am sure what I will learn at the conference will help me [State a skill you can improve after attending the conference].

Below is a breakdown of the approximate costs for my travel and expenses to Energy Risk Asia 2018:

- Airfare/Travel:
- Hotel:
- Conference pass:
- Other/Misc:
- Total:

Thank you for considering my request. As soon as I receive approval I will look at booking my travel and accommodation early to reduce my expense.

Kind regards,