



Transforming professional performance through the power of interaction

Introducing the new ASPE Conference Justification Toolkit: Everything you need for justifying your attendance at the Conference!

By Jamie Pitt, Washington University

You want to attend the Annual Conference June 26-29, 2016 in Tampa, Florida, but how do you communicate the value of this event to your supervisor and justify attendance? Although we may understand the benefits of attending the Conference, our organization may not always. Making the case for travel, expenses and for time off — especially in times of tight budgets — requires a compelling case be made. ASPE is ready to help with a practical strategy for communicating the value of participating - and you're on the way to Tampa!

The new ASPE [Conference Justification Toolkit](#) has everything you need to create persuasive proposal, it will step you through the steps listed below. To access the toolkit, visit the 2016 Annual Conference homepage, and click on the link provided at the top of the page under "2016 Annual Conference."

1. Asking for Support – The template justification letter for your supervisor can be customized to fit your organization's needs and expectations. The fact sheet provides basic information and talking points about ASPE and the conference.
2. Calculating the cost – Before you can begin to justify expenses, you need to calculate what those expenses are; the easy-to-use Expense Worksheet helps develop a cost estimate (investment) for attending. Show that you're conscious of the costs by detailing the ways you will reduce the expenses, for example early registration or taking public transportation.
3. Quantifying the Benefits – The Benefits Worksheet will help you clearly articulate what you will bring back to the organization as payback for the investment in your attendance. Detail the connection between your organization's knowledge requirements/needs and the specific ways the conference can meet that need.
4. Ensuring Future Support for yourself and your team – Follow-up with your supervisor after the conference by using the Sample Post Conference Report to document the value of your participation. Share What You Learn – deliver a short presentation and Q&A for your supervisor and colleagues over what you learned at the conference.

<http://www.aspeducators.org>



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If you need any other information or would like additional support, don't hesitate to contact your ASPE headquarters staff and/or your Member Liaison, Jamie Pitt. We're here to help, and hope to see you this summer!

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