

How to Gain Approval to Attend the ACCED-I Annual Conference

Why You Should Attend

As a collegiate conference and events professional, you know you can find the newest trends, innovations, and best practices when you attend the ACCED-I 40th Annual Conference & Expo, March 28-April 1, 2020 in Providence, RI. You also know that to be competitive, you must constantly fine tune your skills, find new ways to cut costs, streamline processes and drive innovation. You must know how to be effective and incorporate these processes into your daily operations.



We know that you need to justify everything you do in today's economy – including spending time and money to attend the ACCED-I Annual Conference & Expo. Follow these step-by-step instructions to gain approval from your superiors to attend:

Step 1: Review the ACCED-I 40th Annual Conference & Expo webpage and determine which sessions you plan to attend. Choose those that will most benefit you, your institution, your operation, and your staff. With a variety of educational sessions, you and your organization will reap the benefits of best management practices, success stories, tools, and practical solutions. You will also have the opportunity to turn your biggest challenges into your greatest accomplishments when you learn from the experts, leaders in the field, and fellow practitioners.

Step 2: Review the How to Save information below to take advantage of all applicable discounts.

Step 3: Complete the attached Request Letter and Cost/Benefit Worksheet and submit both to your superior. These will easily allow you to demonstrate why you should attend the ACCED-I Annual Conference & Expo – the value shown will be more than enough to validate your organization's investment.

Step 4: After the Annual Conference – Give Feedback

Follow up with your supervisor after you return from the Annual Conference. They will want to know firsthand your impression of the conference, whether you gained something from it, and how you will be able to apply lessons learned. This is where you will refer to your original proposal and goals to achieve while at the ACCED-I 40th Annual Conference. Let your supervisor or institution know what you have learned and how you will implement this knowledge. Most importantly, let your institution know that your participation in the ACCED-I Annual Conference was a worthwhile investment.

So, plan your strategy, prepare your proposal, and secure your approval to go. Bring the benefits of knowledge home to your institution. We look forward to seeing you at the 40th Annual Conference & Expo in Providence!

How to Save

Check out these money-saving opportunities:

- Your ACCED-I 40th Annual Conference & Expo registration fee includes admittance to all sessions and events; Sunday brunch and expo break; Monday lunch; and Tuesday lunch and dinner.
- Utilize ACCED-I travel discounts.
- Take advantage of the early bird registration date February 7th – it will save you \$100 on registration fees.
- Book your room in the ACCED-I hotel block at the Omni Providence or Graduate Providence by February 27th and take advantage of the ACCED-I room rates
- Are you an ACCED-I member? If not – join now and save \$200 on registration.

Thank you to PCMA for your tips for gaining buy-in.



To: Supervisor/Manager, etc.

The ACCED-I 40th Annual Conference & Expo will take place March 28-April 1, 2020 in Providence, RI. More than 400 collegiate conference and events professionals are expected to attend and take advantage of ideas and best practice sharing in the numerous educational and networking opportunities offered.

I plan to attend the following sessions to strengthen my professional development – the full program can be accessed [here](#) (list sessions you plan to attend as well as learner objectives, and indicate how they will benefit you/your organization):

Session 1: _____

Session 2: _____

Session 3: _____

Session 4: _____

Session 5: _____

Session 6: _____

Session 7: _____

Session 8: _____

Session 9: _____

Session 10: _____

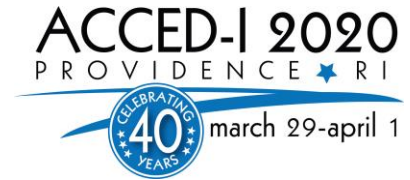
In addition to the educational sessions, I plan to attend the following networking events:

I also plan on attending the Expo. These are the companies that are exhibiting that could benefit our conference/event operation.

I look forward to bringing my key takeaways back to implement and share with our team to improve efficiency and productivity and to positively impact our departments' bottom line. Please review the attached Cost/Benefit Worksheet to see the value my attendance will bring to the organization in hard dollars.

Sincerely,

COST/BENEFIT WORKSHEET:



Costs

- The registration fee to attend the ACCED-I 40th Annual Conference is \$775 for members/\$975 for nonmembers by the early bird deadline of February 7, 2020.
- The registration fee includes admittance to all sessions and events; Sunday brunch and expo break; Monday lunch; and Tuesday lunch and dinner.
- ACCED-I has offered travel discounts (shuttle and car rental) to registrants of the ACCED-I Annual Conference.
- I have found airfare to Providence for \$_____.
- ACCED-I has reserved a block of rooms at the Omni Providence and the Graduate Providence for conference participants. The discounted conference hotel room rate is \$____ single/double plus taxes. The total for my hotel stay, including current tax is \$_____/night for a total of ____ nights or \$_____.

Total estimated cost for attendance = \$_____

Benefits

List key takeaways anticipated from any/all sessions you plan to attend, based on the session descriptions and learner objectives. Once you have listed takeaways that you can implement in your job, with your team and for your institution, estimate the dollar value that implementation will gain and/or save for your organization.

Example:

Session: **How to Manage Guest Expectations: Campus Venue/Services vs. Five Star Hotels**

Key Takeaways:

1. Be honest: you will be shown you how to focus on the best qualities, while not hiding the potential negatives
2. Keep your guests informed: I will share with you how I handle communicating to your guests about potential construction on campus or in residence halls
3. Before the arrival date: we will give you a sample of our pre-arrival guide to share with your guests, so there are no surprises about amenities and services

Example:

Estimated Value: I will be able to....

List colleague and supplier contact with whom you plan to meet face-to-face, network, discuss best practices or potential business, and estimate the dollar value that these interactions will gain and/or save for your organization.

Planning to meet with at least 3 different software vendors as our current scheduling software is not meeting our operations needs.

Estimated Value: Expect the face-to-face networking/relationship building will allow me to

Total estimate benefit of attending the ACCED-I 40th Annual Conference & Expo = \$_____