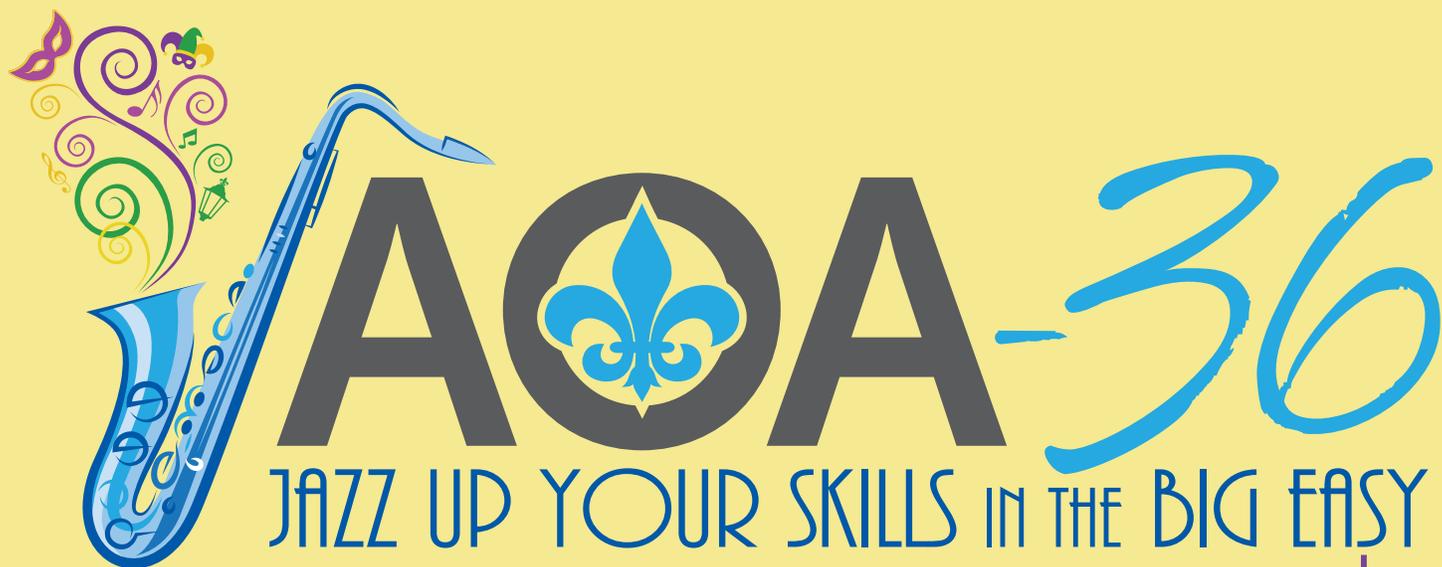


RETURN ON INVESTMENT PLANNER



JAZZ UP YOUR SKILLS IN THE BIG EASY



AOA-36

Annual Educational Conference

Sept. 12-15, 2018 | New Orleans, LA
Hilton New Orleans Riverside





ROI PLANNER

Do you want to attend AOA-36 but aren't sure how to ask your physician or institution for the financial support to do so? This planner will equip you with the tools you need to present the conference to your physicians.

Turning your conference investment into company revenue is a complex process, but we're providing you with this tool to help justify why you should attend AOA-36 to get the most out of your conference experience. Setting objectives, planning the next steps and recording outcomes all add up to a wise investment.

As an attendee at AOA-36, you will have access to solutions that are customized to benefit you and your otolaryngology organization. Whether you're looking for smarter technologies, more professional contacts or just proven ideas to streamline your workflows and strengthen your practice's bottom line, AOA-36 is the place to make it happen in the industry.

Complete the following pages and give them to your managing physician to show how the education and connections from AOA-36 more than justify why your practice CAN'T afford NOT to attend.

Reasons to Attend

- Network with fellow otolaryngology professionals from across the country.
- Kickstart your creative problem-solving skills by brainstorming ideas and exploring best practices with your peers.
- Learn how to apply new technical, organizational and management skills.
- Discover ways to help your practice save time and money by increasing efficiency.
- Gain exposure to more than 50 otolaryngology practice management-specific vendors to learn about the latest and greatest technology, products and services.
- Increase your bottom line.

Tips to Get You Started

- Focus on what you specifically will bring back to your organization as return on investment.
- Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned upon your return. Also, share syllabi and speaker handouts with your colleagues to help them benefit from the presentations you attended, too.
- Be ready to show a plan that illustrates who will cover for you while you are at the conference.
- Register as early as possible to secure the lowest rates.

HINT: Register for AOA-36 at www.AOAnow.org/AOA36 by **Aug. 10 to secure the lowest registration rate!**

JUSTIFICATION DASHBOARD

What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

What answers can I find here for problems our organization is trying to solve?

Who can I partner with to find solutions (other attendees/exhibitors)?

Here are three questions that I will ask during the conference.

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What new experience do I expect to receive at AOA-36 that will directly benefit my practice?

What is the cost of you attending AOA-36?

Registration Fee	<input type="text"/>	Register by Aug. 10 to take advantage of discounted Early Bird pricing of just \$725 at the member full-conference rate. Includes your Thursday Evening Out Event ticket!
Hotel/Lodging	<input type="text"/>	Book in the AOA-36 Hilton New Orleans Riverside block to guarantee the discounted conference rate of \$199 per night.
Estimated Transportation to/from/in New Orleans	<input type="text"/>	Factor in flight/mileage to New Orleans, transportation around the city, etc.
Food Per Diem	<input type="text"/>	IRS per diem food rate for New Orleans is \$64 per day. AOA-36 includes breakfast and lunch DAY through DAY, plus dinner on Thursday during the Evening Out Event.
Out-of-Pocket Expenses	<input type="text"/>	Tips, around town parking, etc.
TOTAL	<input type="text"/>	



POST-CONFERENCE FOLLOW-UP

What are the tangible things I am bringing back to my practice from this event?

What relationships did I create? Who do I need to follow-up with?

What was my "lightbulb moment" – my one key takeaway?

What solutions did I find, and how will I implement them?

What's my best story from the conference?