Need help convincing your employer that you need to be at the 74th Annual IAIP Convention?

Many benefits from convention attendance are hard to quantify. Although you might understand the benefits, your employer may not. To be most effective, you need to clearly communicate the connection between your employer’s needs and the convention agenda. Do not assume that your employer will automatically understand all of the benefits available to them through your attendance.

Here are some tips for help with employer justification:

- Focus on what you will specifically bring back to the organization as Return on Investment (ROI) to your employer.
- Offer to prepare and deliver a short presentation to your colleagues to share what you learned. That way others on your team will get the benefits of your attendance as well.
- If you are working to obtain or maintain a designation, remind your employer that this is a great way to earn CE hours and is less expensive than registering for separate conferences. It also requires less time away from the office.
- Be ready with a plan that shows who will cover for you at the office while you are attending the convention.
- Offer to share a room to reduce hotel expenses by finding a roommate on the convention group (you will get a link and more information on this after you register).
- Focus on what – specifically – you will bring back to your employer as return on the investment. For example: What sessions have particular relevance to your employer? Will the convention showcase vendors with tools you use or are evaluating for potential future use? Is this an opportunity during which you'll be able to compare competing resources? Will there be training sessions in areas that will immediately benefit your team? Will there be workshops designed to teach attendees a special skill and/or help your team overcome current or future challenges?
- Experts agree that the top benefit of conference attendance is networking value. Where else can you find so many industry contacts facing the same issues as your organization? Are there solutions you’re not aware of? Although networking is undoubtedly the most important aspect of a conference, it is also the toughest for which to quantify any value, but be sure to include it in your proposal.

We want to make the approval process of attending the IAIP Annual Convention worry-free. If you need to justify the expense to your employer, we’ve provided a few tools to help you build your case: a convention benefits flier, a budget worksheet and a sample employer justification letter.
When submitting a proposal to your employer, remember to focus on the specific skills and knowledge experiences you can immediately bring back to the organization. Include items in your proposal such as: learning new industry best practices, making new contacts and gaining new insights and ideas from the knowledge sessions you attend.

**Toolkit components:**

**Employer justification letter template** — a letter to your supervisor explaining all of the benefits you'll get from attending the 74th Annual IAIP Convention, how it will make you a better employee, and help advance your organization. This general template will get you started while allowing you to customize it to you and your organization's particular needs.

**Convention benefits flier** — a one page summary highlighting the benefits of convention attendance, including personal testimonials from past attendees (just print and include with your employer justification letter, or attach as a PDF to your email).

**Convention budget worksheet** — a tool for calculating the estimated expenses associated with attending the convention (complete and customize, use to populate your employer justification letter).
Dear <Insert Manager’s Name>,

Because I believe constant learning and growing as a professional is crucial in achieving our future business goals, I would like your approval to attend the International Association of Insurance Professionals (IAIP) 74th Annual Convention on June 4-6, 2015 in Minneapolis, MN.

IAIP’s annual convention is the go-to educational conference for the insurance and risk management industry. The event offers three days of content – from educational sessions that offer new ideas and discoveries from both inside and outside the industry – to exceptional networking opportunities that will allow me to meet with and source new contacts for our company.

Professional development sessions offered at IAIP’s convention will provide additional exposure to experts and speakers from various areas of the insurance and risk management business that have insights about future trends. There are three different learning tracks – Industry Trends, Career Development, and Association Leadership – with multiple opportunities for me to earn continuing education hours and experience an array of engaging learning formats including hands-on learning labs, workshops and peer-driven exchanges of information. I have listed a few of the sessions that I will attend:

<Insert the session(s) which most apply to your responsibilities here.>

Upon my return from the convention, I will share many of the new ideas and key takeaways with the team to help grow our success.

Below is a breakdown of approximate costs to attend:

The full price conference fee is $495, but can be reduced $100 by registering before the early bird deadline of April 30.

<Insert your travel cost numbers here. If needed, refer to the IAIP convention budget worksheet.>

Here is a breakdown of estimated conference costs:
Conference Registration: <$xxxx>
Airfare: <$xxxx>
Hotel: <$xxxx>
Transportation: <$xxxx>
Meals: <$xxxx>
Driving: <$xxxx>
Parking: <$xxxx>
Total Estimated Cost: <$xxxx>

Also attached is a benefits summary flier that specifically addresses how attending this event can benefit our organization’s goals, as well as my own professional goals.

Thank you for your consideration. The opportunity for me to develop better contacts and gain knowledge in specific areas of <insert your area of expertise> makes my attendance at the 74th Annual IAIP Convention a wise investment, which will yield rich dividends for <insert name of your organization>. 
INVEST IN PROFESSIONAL DEVELOPMENT
June 4-6, 2015 | Bloomington-Minneapolis, MN

Our annual convention provides unique opportunities for members to connect with other professionals and obtain information needed to succeed in all areas of our ever changing industry. Leadership development is an integral part of perpetuation of the insurance and risk management industries. We are recognized for the development of leadership skills that members utilize in their professional careers.

For more than 70 years IAIP has been serving our members by providing professional education, an environment in which to build business alliances and the opportunity to make connections with people of differing career paths in the insurance and risk management industries. We are dedicated to professional development through innovative education programs and meetings offered at the local, state, regional and international levels.

- Vikki Angelo

““This was one of the best organized conventions. I liked how the meetings and classes were broken up. Having lunches provided makes it easier to justify the cost to employers plus does not have us running to find a place to eat in between breaks. Classes were great too. Plus we had plenty of time to network. Very enjoyable. Thanks for such a good conference!”
- Vikki Angelo

“The keynote speakers at the conference were phenomenal. People don’t realize the impact of these conventions. The conversations, feedback, thoughts that are developed from this conference are all things people can take back. After dispersing from a national convention, the inspiration and the desire to make a difference from one convention can spread!”
- Kate Hill

“What was most valuable about my experience? Connecting with members. We have a great group and the excitement is always energizing. I think the format was wonderful. It was a pleasure to see the added value of the meetings. The business was completed in an organized, compact fashion giving us time to network and add value to our lives and careers through the events and speakers.”
- Chris Kelly-Storbeck

Participation in IAIP’s 74th Annual Convention is an investment in professional development and in the insurance and risk management industry.

insuranceprofessionals.org/page/conv_info
### IAIP 2015 Convention Budget Worksheet

| EXPENSES       | COST SAVING TIPS                                                                                                                                                                                                 | CALCULATION TIPS                                                                                                                                                                                                 | EST. COST |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Conference Registration | Register before April 30th, 2015 and save $100. If you are not already a member, consider joining now for member discount of $100.                                                                                   | Full conference registration for members by April 30, 2015 is $395. Add $100 for non-members. Add an additional $100 after April 30, 2015.                                                                           |           |
| Airfare        | Use a travel website to compare rates and find a quick estimate for flights to Minneapolis–Saint Paul International Airport (MSP).                                                                                |                                                                                                                                                                                                                |           |
| Hotel          | Share a room with a colleague. Check out the IAIP Convention Group list to find a potential roommate. Book before the discounted room cut-off date of May 8, 2015.                                                | Nightly room rate for bookings made by May 8, 2015 is $129 + tax.                                                                                                                                         |           |
| Transportation | If you are staying at the DoubleTree Minneapolis-Bloomington South convention hotel, free shuttle service is provided to and from the airport. If not, share a taxi. Post a message on the IAIP Convention Group forum to find others interested in sharing a taxi. Taxi fare is about $25 one way. Or use Super Shuttle. Rates are $17 each way. | Estimated taxi fare: $30 (divide by number of attendees sharing a cab)                                                                                                                                 |           |
|                |                                                                                                                                                                                                                 | Super Shuttle rate: $17 one way                                                                                                                                                                                  |           |
| Meals          | Save by attending daily breakfast and lunch functions, breaks and other evening networking events.                                                                                                               | Breakfast and lunch each day are included in your full convention registration. You will be responsible for your evening meals on Thursday, Friday (regional dinners, planned independently) and Saturday.                  |           |
| Driving        | If you choose to drive instead of fly, mileage amounts have increased. Be sure to have the latest government-approved mileage amount ready for your expense reports. Parking is included with your room rate.                                | Mileage rate + fuel expenses                                                                                                                                                                                    |           |

**TOTAL ESTIMATED COST:** $________________