Convince your Employer to Support your Attendance at the 2018 IAIP Convention

We want to make the approval process of attending the IAIP Annual Convention simple, so we’ve provided a few tools to help you build your case. When submitting a proposal to your employer, remember to focus on the specific skills and knowledge experiences you can immediately bring back to your employer. Include items in your proposal such as:

- learning new industry best practices
- making new contacts/networking
- gaining new insights and ideas from knowledge sessions

Helpful Tips:

- Focus on what you will bring back to your employer as a Return on Investment (ROI) for their support. 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?
- Offer to share what you learned; others on your team will get the benefit of your attendance as well.
- 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).
- 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? Although networking is undoubtedly the most important aspect of a conference, it is also the toughest for which to quantify, but be sure to include it in your proposal.

Toolkit Components:

- Employer justification letter template — a letter to your supervisor explaining the value of participating, 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 goals.

- 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 (complete and customize, use final amounts to populate your employer justification letter).
Dear <Insert Manager’s Name>,

I am seeking your support to attend the International Association of Insurance Professionals (IAIP) 2018 Annual Convention on June 7-9 in St. Louis, MO.

Ongoing professional learning and growing is paramount in achieving our future business goals, and this event represents exactly that opportunity. For today’s insurance professionals, IAIP’s convention is the event of the year, offering three days of sessions packed with learning and networking opportunities.

The professional education offered will provide exposure to experts from diverse areas that have insights about future trends. The learning tracks – Industry Trends, Career Development, and Association Leadership – allow multiple options for me to secure continuing education hours. I hope to experience an array of engaging learning formats, which will include practical workshops and peer-driven discussion. Below are the sessions that I hope to attend:

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

Upon my return from the convention, I will share new concepts with the team to help cultivate our success.

Below is a breakdown of approximate costs to attend:

The full price conference fee is $545, but can be reduced $100 by registering before the early bird deadline of April 30th.

<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>

Attached is a benefits summary that explains further the value of attendance. The opportunity for me to develop better contacts and gain knowledge in specific areas of <insert your area of expertise> makes my participation at the 2018 IAIP Convention a wise investment for <insert name of your organization>. Thank you in advance for your consideration.
77th annual
IAIP CONVENTION
JUNE 7-9, 2018 · ST. LOUIS, MO

Feedback
“An excellent convention, well organized, efficient with excellent presentations and great meals!”
“There were numerous, various classes offered that everyone could find something they enjoyed.”

INVEST IN PROFESSIONAL Development

IAIP is developing leaders, influencing careers and connecting members through providing three days of enhanced education and exceptional resources for convention attendees.

For more than 70 years IAIP has been serving its members by providing professional education, an environment in which to build business alliances, and opportunities to make connections with people in the insurance and risk management industries. Our annual convention provides:

KEYNOTE SPEAKERS
Judi Holler "The Art of Being Unexpected: How to Blow Minds and Stay Relevant"
Cheryl Blair "Today's Driving Force: Who Needs a Map?"

INDUSTRY LEADERS PANEL
Executives from leading insurance companies and organizations

LEARNING TRACKS
Industry Trends – relevant and timely insurance topics with many courses approved for CE credit
Certified Leadership Program – leadership skills essential to career growth
Association Leadership – comprehensive leadership training transferable to group memberships and work responsibilities

COMMUNITY CAFÉ  NEW IN 2018!
A hardy assortment of "a la carte" menu items with an emphasis on networking and personal growth

Enjoy
PROFESSIONAL GROWTH
SKILLS ENHANCEMENT
CONTINUING EDUCATION
MENTORING
NETWORKING
INSURANCE EDUCATION
PERSONAL GROWTH
LEADERSHIP DEVELOPMENT

For more convention information visit
INSURANCEPROFESSIONALS.ORG/MPAGE/2018_CONV_INFO
# IAIP 2018 Convention Budget Worksheet

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>COST SAVING TIPS</th>
<th>CALCULATION TIPS</th>
<th>EST. COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference</td>
<td>Registration Register before April 30, 2018 and save $100. If you are not already a member, consider joining now for member discount of $100.</td>
<td>Full conference registration for members by April 30, 2018 is $445. Add $100 for non-members. Members add an additional $100 after April 30, 2018; or an additional $125 after May 31, 2018.</td>
<td>$</td>
</tr>
<tr>
<td>Airfare</td>
<td>Use a travel website to compare rates and find a quick estimate for flights to Lambert-St. Louis International Airport.</td>
<td></td>
<td>$</td>
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<tr>
<td>Hotel</td>
<td>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 4, 2018.</td>
<td>Nightly room rate for bookings made by May 4, 2018 is $139 + tax. Hotel self-parking: $27 (mention IAIP to get 10% off hotel parking)</td>
<td>$</td>
</tr>
<tr>
<td>Transportation</td>
<td>To save money on ground transportation, consider sharing a rideshare or taxi. Post a message on the IAIP Convention Group to find others interested. Taxi fare is about $40 each way, or use the Shuttle. Shuttle rates are only $37 roundtrip.</td>
<td>Estimated taxi fare: $40 one way (divide by number of attendees sharing a cab) Shuttle: $37 roundtrip Hotel self-parking: $27 (mention IAIP to get 10% off hotel parking)</td>
<td>$</td>
</tr>
<tr>
<td>Meals</td>
<td>Save by attending daily continental breakfast and lunch functions, breaks and other evening networking events.</td>
<td>Continental breakfast and lunch each day are included in your full convention registration. You will be responsible for your evening meals on Thursday and Friday (regional dinners, planned independently).</td>
<td>$</td>
</tr>
<tr>
<td>Driving</td>
<td>If you choose to drive instead of fly, mileage amounts have increased. Be sure to have the latest government-approved mileage amount ready for your expense reports.</td>
<td>Mileage rate + fuel expenses</td>
<td>$</td>
</tr>
</tbody>
</table>

**TOTAL ESTIMATED COST:** $________________