CONVINCING YOUR EMPLOYER

When submitting a proposal for employer support to attend the 2020 IAIP Convention, remember to focus on the specific skills and knowledge experiences you can gain. Include items in your proposal such as continuing education credit, learning new industry best practices, making new contacts/networking.

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 specific relevance to your employer?
  - Will the convention showcase vendors with tools you are evaluating for future use?
  - Will there be training sessions that will immediately benefit your team?
  - Will there be workshops designed to teach a special skill that will help your team overcome 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).
- 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 manager 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 budget worksheet — a tool for calculating the estimated expenses (complete and customize, use final amounts to populate your employer justification letter).