



Justification Toolkit: Building Your Case to Attend

We're excited that you're considering attending the 2018 LeadingAge Maryland Annual Conference and want to support your business case to help you attend. As part of these efforts, we've put together this Attendee Justification Toolkit, providing you with must-know information about the conference for you and your supervisor. When you propose attending the 2018 Annual Conference, it is key to focus specifically on what you will bring back to your organization. The 2018 Annual Conference is the place to learn the latest practices and to learn how other aging services providers are tackling the same problems you face.

General tips for making your case

- **Focus on what you will specifically bring back to demonstrate return on investment.** Which of the sessions are most relevant to your professional development goals or your organization's expectations of you? What new skill(s) or approach(s) will you bring back?
- **Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned.** Your co-workers will get the benefits of your attendance from your presentation.
- **Don't forget the CEUs available.** Attending the LeadingAge Maryland Annual Conference 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 while you are attending the conference.**
- **Explain that the conference showcases over 25 vendors dedicated to the aging services industry.** Visiting with vendors will allow you to gain a broader perspective of the tools and solutions available to you and your organization.
- **Highlight the convenient, affordable location.** Ellicott City is easily drivable from most areas of Maryland. Offer to carpool with others from your area, or, if you'll need to stay overnight, take advantage of the special hotel rate available for LeadingAge Maryland conference attendees (or, offer to share a room to reduce hotel expenses!).

Top 7 reasons to attend

1. Experience an aging services conference completely dedicated to you.
2. Learn from your peers and experienced aging services professionals as they share stories of failure, success, and case studies.
3. Increase your knowledge and earn CEUs. There are sessions for every discipline from Leadership to Workforce Solutions. With 28 sessions to choose from, the hardest part will be picking only one per time slot!
4. Engage in networking events tailored to connect you with your industry peers, whether you are meeting new people or are reacquainting yourself with people you met last year.
5. Connect with young professionals and students looking to build careers in the Aging Services Industry.
6. Visit over 25 exhibiting companies showcasing their latest products, technology, and services designed specifically for aging services.
7. Learn what it means to lead a Life of Purpose.



Justification email to your supervisor

Dear <supervisor's name>,

I would like to attend the 2018 LeadingAge Maryland Conference which takes place Tuesday April 17-Wednesday April 18 in Ellicott City, Maryland. Throughout the conference I will attend many sessions that are directly applicable to my role here at <COMPANY NAME>. I will also have opportunities to meet with a variety of professionals and colleagues through networking opportunities throughout the conference.

After reviewing the conference program link, I have identified several sessions that address the specific needs and challenges we face and will provide helpful information on how we can address these issues moving forward. Some of the sessions I am particularly interested in attending are:

<Insert the session descriptions which most apply to your responsibilities.>

For additional information on the conference I encourage you to visit <http://www.leadingagemaryland.org/?page=AnnualConference>. I am confident that my attendance at the 2018 LeadingAge Maryland Conference will result not only in my own professional development, but also in knowledge and best practices that I can share with colleagues who did not attend to build a stronger team. The opportunities to network with peers and learn from experts are an appropriate use of both our training/education budget and my time away from work. I would be happy to discuss your expectations of my attendance to ensure that they are met.

I very much appreciate your consideration of my request. If you require any further information at this point, please let me know.

Sincerely,
<your name here>



Complete the registration form or Register Online

Register early and save. Early bird rates are in effect until March 23, 2018. Fees include educational sessions, continental breakfast, lunch, refreshment breaks, and receptions. An additional fee of \$50 will be added for onsite registration.

For questions about the conference:
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