

2024 ASHA Convention Attendee ROI Toolkit

ELEVATE! **2024 ASHA CONVENTION** **December 5-7** • Seattle, WA

This toolkit is designed to aid you in effectively communicating the value of attending the 2024 ASHA Convention to your employer. As you prepare for the conversation with your employer, here are some helpful tips to assist you in justifying the commitment to attend the Convention:

- Concentrate on the specific contributions you will bring back to your workplace following your participation in the 2024 ASHA Convention.
- Before meeting with your supervisor or submitting a funding proposal, prepare a plan that shows who will cover your duties while you attend the conference.
- Consider preparing and delivering a short presentation and Q&A session following the conference for your colleagues to share what you learned. This approach ensures that your colleagues also reap the rewards of your participation.
- If you are working to obtain or maintain a professional certification, remind your supervisor that this is a great way to earn continuing education units (CEUs).

Within this toolkit you will discover ways to:

- Justify your conference attendance.
- Understanding your conference expenses.
- Highlight the advantages of attending the Convention:
 - **Education sessions:** Highlight sessions that may assist in addressing future challenges or help support your own endeavors.
 - **Exhibiting companies:** Convey which exhibiting companies will showcase products and or services you could potentially use in the future.
 - **Networking:** Engage with other thought leaders in your area of expertise, exchange ideas, and establish meaningful and valuable relationships.

Convention Attendance Worksheet

Make the most of your 2024 ASHA Convention experience. Use this worksheet to set and define goals and objectives so you can share all the ways your attendance will benefit you and your organization.

Pre-Convention Reflections:

What is the cost of attending Convention?* (Registration, housing, travel etc.)

**Check out the breakdown worksheet later in the toolkit.*

Who is going to be there?

(What relationships will you gain?)

What differentiates this Convention from other events? What are you getting from here that you can't get at another conference?

What answers can I find here that will assist me and my organization?

How will you value the experience of the Convention?

What learning opportunities will I find?

(session, speaker, presenter, person to meet)

Are there others who I can connect with at the Convention to learn from?

(other attendees/exhibitors)

Three questions I will ask during the Convention(during sessions, to peers, etc).

1.

2.

3.

What new experiences and learning opportunities do I want to take away from attending the Convention?

During Convention Reflections:

How am I doing?

What are my key learnings, discoveries, or surprises?

What contributions have I shared with others at the convention?

Where am I in my learning journey? What else do I need to assist me in getting there?

Post Convention Reflections:

What learnings am I bringing back from the convention?

What are my key takeaways (light bulb moments)?

How do I value my experience at the Convention?

What three things am I taking back to share with my organization?

Sample ASHA Convention Expense Worksheet

Sample Expense Outline	Cost
Conference registration: <ul style="list-style-type: none"> Visit ASHA Convention: Registration Fees for applicable fee 	\$
Pre-conference workshop <i>(optional ticketed event)</i>	\$
Short Course Tickets <i>(optional ticketed event)</i>	\$
ASHA Foundation Fundraiser Reception <i>(optional ticketed event)</i>	\$
ASHA-PAC Reception <i>(optional member donor event)</i>	\$
Flight <ul style="list-style-type: none"> Visit a travel website to estimate your flight cost. We recommend flying into Seattle-Tacoma International Airport (SEA) 	\$
Hotel Expenses	\$
Transportation The Seattle-Tacoma International Airport (SEA) is about a 19-minute drive from the conference venue. Here are a few transportation options to consider: <ul style="list-style-type: none"> Travel costs to and from your home to the airport Bus via Seattle: (39 minutes \$5.00 - \$33.00) Shuttles Airport Taxi: (19 minutes \$41.00 - \$55.00) Tram: (51 minutes \$2.00 - \$4.00) Uber or Lyft: (Approximately 19 minutes \$41.00 - \$55.00) 	\$
Mileage Reimbursement <ul style="list-style-type: none"> Driving to the conference or to the airport for your flight? Use Google Maps to calculate distances, and then multiply the miles by 67 cents per mile (IRS standard rate) 	\$
Meals	\$
Subtotal	\$
Total Cost	\$

Sample Letter to Supervisor/Manager

<Date>

Dear<supervisor's name>

I would like to attend the 2024 ASHA Convention, taking place **December 5 – December 7, 2024** in Seattle, Washington. The Convention program offers more than 2,500 educational sessions that are eligible for ASHA Continuing Education Credit. It is the largest professional development and networking opportunity of the year for speech language pathologists, audiologists, and speech, language, and hearing scientists. The Exhibit Hall features over 300 companies offering products and services focused on the professions.

This is a unique professional development opportunity for me to attend a wide array of educational sessions that are directly applicable to my work, and to network with a variety of experts and colleagues from across the country. Additionally, the Exhibit Hall presents an opportunity to discover and advocate for new tools that can elevate our organization

By attending the convention, I will be able to gain the knowledge needed in order to better the following:

- Network with the experts in the field and other colleagues around the world.
- Learn about best practices and trends in speech, language, and hearing sciences.
- Earn up to 504 PDHs or 50.4 ASHA CEUs.
- Attend the exhibit hall to discover and learn about new tools and technologies.

To meet my professional development goals, I am seeking approval for the registration fees, travel and lodging expenses, and food expenses during the 2024 ASHA Convention. The detailed cost breakdown is listed below.

Here is the breakdown of conference costs:

- [Registration](#): <\$xxxx>
- Round-trip Airfare (to and from Seattle-Tacoma (SEA) International Airport): <\$xxxx>
- Transportation: <\$xxxx>
- [Hotel](#): <\$xxxx>
- Meals: <\$xxxx>

The total investment for me to attend this conference is: <\$xxxx>.

My participation in the conference will complement our organization's objective of continual professional development and I plan to return with resources to share what I've learned with our team. Please let me know if you have any questions or would like more information on the 2024 ASHA Convention.

Sincerely,