

## EVENT JUSTIFICATION TOOLKIT



By now you know the value of GRA event attendance for keeping up with evolving industry priorities, state-of-the-practice technologies, and emerging strategies for the challenges facing the groundwater world. In addition, GRA events offer fantastic opportunities for networking, learning from vendors exhibiting the latest tools and technologies, and exposure for your organization.

### But how do you convey the value of GRA event attendance to your supervisor?

#### General Tips: Justify the expense.

- Describe to your supervisor your intention to bring new information and contacts back to your organization, as return on their investment in your attendance.
- For greater professional exposure, submit an abstract for an oral or poster presentation showcasing you and your organization's work.
- Offer to deliver a presentation to your colleagues upon your return to share your experiences and highlights of the GRA event.
- Emphasize the opportunity of this GRA event to brainstorm on the challenges facing your organization and the sessions you plan to attend to address those challenges.
- Develop a plan to cover your responsibilities while you are attending the GRA event.
- Remind your supervisor that technology will keep you accessible during your absence.
- Register, book travel, and reserve your lodging early to receive the lowest rates.
- Conduct marketing and business development by speaking in person with current or potential client attendees.

#### Details.

- **Session Content:** Identify specific sessions and speakers that are relevant to your organization's and your project work.
- **Vendor Contacts:** Earmark specific exhibitors to speak with to learn about new tools being showcased at the event, that your organization either currently uses or would like to evaluate.
- **Products and Services:** Highlight the fact that the most relevant and innovative technologies and ideas in the groundwater industry will be on display at the event's exhibitor hall.
- **Best Practices:** Spotlight pertinent sessions from which your group will immediately benefit.

- **Training:** Emphasize relevant sessions designed to teach specific skills that will assist you and your team.
- **Sponsorship:** Consider opportunities for promoting your organization through event sponsorship! Benefits are described in the GRA Ad Kit, including online presence on the event web page, company logo and narrative in the event program, and opportunity for a live "flash" presentation highlighting your organization's expertise in the industry.
- **Learn More:** Find out all you need to know about the upcoming GRA event, including location, agenda, registration rates, and more at: [www.grac.org](http://www.grac.org).

### Calculating anticipated expenses is key to justifying event attendance.

This worksheet can help you develop your estimated cost.

ITEM	SUGGESTION	\$
Event Registration	Plan ahead for early bird pricing	\$
Field Trip	Great opportunity for networking and more meaningful engagement in conference theme	\$
Travel (flight, car/taxi, parking)	Consider airfare, mileage to airport or to event (54 cents/mile 2017 IRS rate), shuttle or taxi, and parking.	\$
Lodging	Book early for savings	\$
Meals	Identify meals provided as part of the registration fee (e.g., continental breakfast and lunch); consult your organization's reimbursement policies	\$
Other		\$
<b>Total</b>		\$



### Sample Letter To Supervisor

Present the case for your GRA event attendance to your supervisor as an email or letter proposal. Be sure to highlight the educational value, networking advantages, and opportunities for branding and exposure for your organization. Focus on how attending the GRA event will increase your knowledge and enable you to better support your colleagues and advance your project team's objectives.

*date*

Dear *Supervisor's Name*,

I would like to describe the benefits of attendance, and request approval to register for the *Event Title* being presented by the Groundwater Resources Association of California (GRA) on *dates* at *city, state*.

This conference will offer a number of sessions that are directly applicable to my work and that of our team, such as *Session Title* and *Session Title*. In addition, the event will provide a fantastic opportunity for developing professional contacts in the groundwater field, including experts in *your area of specialty*. My attendance will allow me to explore new ideas in groundwater to enhance my performance and professional growth regarding *related responsibility*, including sessions on *topic*.

As part of my attendance request, I am providing my anticipated reimbursable expenses for registration, travel, meals, etc. of *estimated cost*, with a detailed breakdown attached.

The opportunity for networking and professional growth, and the promise of exposure to emerging ideas by groundwater thought-leaders, make my attendance at this event a great investment for our group. I will pursue conversations with current and potential clients, partners, and regulators.

Thank you for considering support of my attendance at *Event Title*.

Sincerely,

*your signature and name*