

National Conference 2017

Justification Toolkit

General Tips and Talking Points

We know travel and training budgets have been cut, which means regardless of the merits of a conference, you'll need to justify the expense. However, in order to provide optimal patient care, you simply cannot miss the Dietitians of Canada National Conference 2017 (DCCONF17).

DCCONF17 is the leading conference where nutrition professionals, educators and researchers gather to explore and tackle challenges, connect with thought leaders and content experts, and walk away with educational materials you can use to help improve patient and client outcomes and hone your practice skills.

Here are some tips and talking points that you will want to consider when making your request to attend Dietitians of Canada National Conference 2017 (DCCONF17) – focus on what you will specifically bring back to the organization as a return for the investment:

- Attending DCCONF17 is not only an investment in you, but also your organization and nutrition team. You will return to your institution with new evidence-based research, updated best practices, new tools, and contact information for the brightest minds in nutrition.
- The DCCONF17 Program Committee – made up of current members from every area of practice – planned the conference with you and your pressing issues in mind. You cannot afford to miss the education that will only be offered at DCCONF17.
- DCCONF17 provides many opportunities to network and collaborate with people who share your interests or to seek advice from someone in your specific specialty.
- DCCONF17 is a great way to earn continuing education (CE) credits. By attending and obtaining your CE credits at DCCONF17 you will have a hands-on opportunity to learn from industry leaders. Remind your supervisor that the conference offers valuable training hours you can apply towards required continuing education.
- Register early to take advantage of our Early Bird Rates.
- Plan ahead! Be ready with a plan that shows who will cover for you while you attend the conference.
- Offer to prepare and present an overview of what you learned at DCCONF17 with your supervisor and colleagues.

Understanding the Benefits of Attending

In general, there are many benefits to attending a conference. Many attend solely for networking and advancing their knowledge. When you propose a conference for approval, don't focus on how much you want to go; instead focus on what you will specifically bring back to the organizations as a return for the investment like:

- Session content: What sessions are relevant to your organization's work?
- Best practices: Will there be training sessions that you will benefit from?
- Training: Will there be workshops designed to teach attendees special skills and/or help overcome current or future challenges?

Although you may understand the benefits of attending a conference that interests you, your administrator may not. Therefore, be effective in justifying the conference by clearly stating the connection between your institution's knowledge requirements/needs and the conference program.

To support this process, use the following Benefits Worksheet to help you focus on the on the benefits. Use whatever makes sense or your particular organization and conference, omit the rest.

BENEFITS WORKSHEET

Your Organization's Needs	DCCONF16 Sessions & Training that Meet the Need
Current Practices and Processes	
Latest Research in Field	
Future Practices and Processes Exploration	
Team Building	
Networking	
Vendors With Products, Tools and Technologies You Are Exploring	

EXPENSE WORKSHEET

Expense	Cost
Conference Registration	
Pre-conference Course Registration (if applicable)	
Flight	
Hotel	
Other Transportation Costs (cab fare, parking, mileage reimbursement, etc.)	
Food (remember the conference includes 3 breakfasts and three lunches)	
Subtotal	
Can you offer any personal offsets? (Points for air travel, sharing guest rooms, etc)	
Total	

For further information:

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