



**41<sup>ST</sup>**  
**EDUCATIONAL CONFERENCE  
& EXHIBITION** THE BROADMOOR, COLORADO SPRINGS, CO

OCTOBER  
21-25, 2017



**NEW HEIGHTS AND  
NEW HORIZONS**

## Attendee Justification Toolkit

With facilities limiting travel and training budgets, a solid justification for attending educational events is more important than ever. Use the tools in this kit to help explain how attending the [NAMSS 41<sup>st</sup> Educational Conference & Exhibition](#) will be a smart investment for your organization.

When resources are tight, focus on the bottom line: costs vs. benefits. This worksheet will help you determine the full cost of attendance and identify the benefits you and your organization will reap. Then, customize the justification letter on the last page to help you draft a formal (and persuasive) request for funding.

Creative solutions may help you get your request approved. Consider these options:

- Before meeting with your supervisor, prepare a plan that shows who will cover your duties while you attend the conference.
- Offer to prepare and deliver a short presentation and Q&A session for your colleagues to share what you learned. This way, your coworkers will also reap the benefits of your attendance.
- Share speaker handouts with your colleagues. As an attendee, you will have unlimited access to presenter materials that are easily downloadable once you return home.
- If you are working to obtain or maintain the CPCS or CPMSM certifications, remind your supervisor that this is a great way to earn up to 32 NAMSS CE Credits, and is less expensive and time consuming than registering for individual continuing education opportunities.

[Contact](#) the NAMSS team if you need additional information or support when drafting your request. We hope to see you in Colorado Springs this October!

## Step 1: Determine the Costs

Before you can justify your expenses, you need to calculate what they will be! Use this worksheet to estimate the total cost of attendance.

Expenses	Cost
<b>Conference Registration</b> <ul style="list-style-type: none"> <li>NAMSS Member On/Before September 7 – \$655</li> <li>NAMSS Member After September 7 – \$710</li> <li>Non-Member On/Before September 7 – \$805</li> <li>Non-Member After September 7 – \$860</li> <li>NAMSS Member One Day On/Before September 7 – \$265</li> <li>NAMSS Member One Day After September 7 – \$320</li> <li>Non-Member One Day On/Before September 7 – \$375</li> <li>Non-Member One Day After September 7 – \$430</li> </ul>	\$
<b>Optional Pre-Conference Workshops:</b> Two-Day Workshops (CPCS, CPMSM, Leadership, Cred 101) <ul style="list-style-type: none"> <li>NAMSS Member On/Before September 7 – \$533</li> <li>NAMSS Member After September 7 – \$583</li> <li>Non-Member On/Before September 7 – \$633</li> <li>Non-Member After September 7 – \$683</li> </ul> One-Day Workshop (Becoming Your Own Advocate) <ul style="list-style-type: none"> <li>NAMSS Member On/Before September 7 – \$270</li> <li>NAMSS Member After September 7 – \$295</li> <li>Non-Member On/Before September 7 – \$320</li> <li>Non-Member After September 7 – \$350</li> </ul>	\$
<b>Flight</b> Visit a travel website to estimate your flight cost.	\$
<b>Lodging</b> Conference attendees receive a special rate of \$245 per night for a single/double room at The Broadmoor. Consider sharing your room with a colleague to reduce costs. Rate is exclusive of sales and occupancy taxes. The reservation deadline is <b>September 21, 2017</b> .	\$
<b>Transportation to and from the Conference</b> <ul style="list-style-type: none"> <li>Shuttles and taxis are available from the Denver (DEN) and Colorado Springs (COS) Airports. From COS, shuttles start at \$24/person each way; taxis start at \$35 each day. From DEN, shuttles start at \$95 each way; taxis start at \$250 each way.</li> <li>Parking: Self-parking is available at the resort for \$22 per night.</li> </ul>	\$
<b>Mileage Reimbursement</b> Driving to the conference or to the airport for your flight? Use <a href="https://www.google.com/maps/">Google Maps</a> to calculate the distance then multiply by 53.5 cents per mile (IRS standard 2017 rate).	\$
<b>Meals</b> Breakfast is included in conference registration. Estimate how much lunch and dinner will cost. Affordable lunch options will be available in the Exhibit Hall on Monday and Tuesday. Visit The Broadmoor's website to view additional dining options: <a href="https://www.broadmoor.com/dining/">https://www.broadmoor.com/dining/</a>	\$
<b>Subtotal Per Person</b>	\$
<b>Total number of employees attending</b>	
<b>Total Cost</b>	\$

## Step 2: Outline the Benefits

When showcasing the benefits of the conference, focus specifically on what you will bring back to your organization as a return on their investment. Use the [schedule](#) and [exhibitor list](#) listed on our website to answer these questions:

- What sessions have particular relevance to the work you do?
- Which sessions can teach you a skill and/or help your team overcome current or future challenges?
- Are there any speakers your organization would benefit from hearing or working with?
- What exhibiting companies will be demonstrating the tools you use or are evaluating for potential future use?
- What doors can networking events open for your organization? Could the people you meet help your department achieve its goals?

When considering these questions, keep these tips in mind:

- List specific sessions and explain how they will impact you, your department, and your facility.
- Clearly make the connection between your facility's needs and the benefits you are identifying.
- If the scholarship approver is outside of your department, don't assume they understand your department's goals or any technical terms. Spell out the impact for them.
- Passion is the best persuasion technique – let yours shine through in your letter.

### Step 3: Draft Your Request

Customize this letter to show the costs and benefits you outlined above.

Dear < **approver's name** >,

I would like to attend the [41<sup>st</sup> Educational Conference & Exhibition](#) hosted by the National Association Medical Staff Services (NAMSS), taking place October 21-25, 2017 in Colorado Springs, CO. This conference is the premier educational event in the medical services field, and is an 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.

Presentation topics range from < **list relative topic** > to < **list another relative topic** >, and I am confident that what I learn will be directly applicable to my work. After reviewing the conference program, I have identified a few sessions that I am would like to attend:

- Session 1 and how it will benefit you, your department, and your facility
- Session 2 and how it will benefit you, your department, and your facility
- Session 3 and how it will benefit you, your department, and your facility

In order to attend the conference and reap these benefits, I am seeking sponsorship of < **total amount you need** > for the following expenses:

Registration (before September 7): <\$xxxx>

Round-trip Airfare: <\$xxxx>

Transportation: <\$xxxx>

Hotel: <\$xxxx>

Meals: <\$xxxx>

The opportunity for me to develop a network of contacts and to gain knowledge in specific areas makes my attendance at the NAMSS 41<sup>st</sup> Educational Conference & Exhibition a wise investment that will yield rich dividends for our company. Please let me know if you have any questions, or would like more information on the NAMSS conference.

Sincerely,

< **your name here** >