



# E-ATP 2024 ROI TOOLKIT

# Letter for Your Supervisor

Below is a template for a communication with your leadership if you need to request approval to attend the 2024 E-ATP Conference.

Dear <enter name>,

I would like to attend the E-ATP 2024 conference, 'Assessing Tomorrow: Shaping the Future Together,' in Berlin, Germany, from October 23-25, 2024. I believe that attending this conference will bring significant benefits to [your company or department]

At E-ATP, I will learn about [enter subjects], which will assist with [insert current project]. I am also interested in exploring new tools, technologies, best practices, and business strategies to make our organisation more productive and competitive. Attached is a Benefits Worksheet outlining specific sessions and other E-ATP opportunities that will benefit our organisation.

Here are some other tangible benefits to attending E-ATP <adjust to fit your situation>:

- **Cutting-Edge Insights and Innovations:** The E-ATP conference provides insights into the latest advancements in assessment. I will learn about innovative technologies and practices shaping the future. By participating, I will stay ahead of trends and be equipped to implement cutting-edge solutions in my work.
- **Networking Opportunities:** The conference gathers a diverse group of professionals. Attending provides a platform to network with peers, share experiences, and build professional relationships. These connections can lead to collaborations, partnerships, and opportunities for our organisation.
- **Professional Development:** E-ATP offers a variety of sessions led by experts in the field. These sessions are designed to enhance my skills, broaden my understanding of assessment practices, and provide practical takeaways that I can apply within our organisation.

Attending E-ATP 2024 will cost approximately <insert cost from worksheet>, covering transportation, lodging, sessions, events, and meals. I can also save money by <insert cost-saving ideas>. A detailed cost breakdown is attached.

Despite the expense, I believe attending E-ATP is a worthwhile investment. I respectfully request the opportunity to discuss my attendance with you and invite you to consider attending as well.

Thank you for your consideration.

Sincerely,

<Your name>

*"I have made it a habit to come to E-ATP every year. Being based in the US but delivering a global program, the sessions help me stay up to date on what's happening in assessment in Europe. What challenges and opportunities are the same? Which are different? How can I learn from what's being done in Europe and apply to my program? And, I get an opportunity to see friends and colleagues that I only have a chance to see at conferences like this!" -Liberty Munson, Director of Psychometrics, Microsoft Worldwide Learning.*

# E-ATP Benefits Worksheet

Use this worksheet to list the benefits you will bring to your company by attending E-ATP's 2024 conference, *E-ATP > Assessing Tomorrow: Shaping the Future Together*, in person on 23 - 25 October in Berlin, Germany. In the following table, replace the *italicized text* in the examples section with the content sessions you plan to attend or other opportunities that can help you enhance your skills as a professional and face the challenges of your industry.

## 2024 E-ATP Conference Benefits Worksheet

<b>Benefit to &lt;Name of Your Organisation&gt;</b>	<b>Examples</b>
Staying current with industry trends	Sessions to attend: <ul style="list-style-type: none"><li>● XXXXXX</li><li>● XXXXXX</li></ul>
Learn about groundbreaking disruptive technologies on the horizon such as biometrics, artificial intelligence, and machine learning as well as new techniques in test design and delivery	Sessions to attend: <ul style="list-style-type: none"><li>● XXXXXX</li><li>● XXXXXX</li></ul>
Discuss how the industry can personalise assessments and feedback to assist candidates in learning	Sessions to attend <ul style="list-style-type: none"><li>● XXXXXX</li><li>● XXXXXX</li></ul>
Hear about the new expectations of candidates toward assessment	Sessions to attend: <ul style="list-style-type: none"><li>● XXXXXX</li><li>● XXXXXX</li></ul>
Share what I learned with my team members	I commit to: <ul style="list-style-type: none"><li>● <i>A presentation and debrief</i></li><li>● <i>Share literature from the conference</i></li><li>● <i>Access to presentations online</i></li><li>● <i>Other</i></li></ul>

# Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2024 E-ATP Conference: E-ATP *Assessing Tomorrow: Shaping the Future Together* taking place in person in Berlin, Germany. In the following table, insert your estimated amount for each item in the cost column.

## E-ATP Conference Estimated Expenses

<b>Attendee:</b>	Insert Your Name Here:	Date:
<b>Expense</b>	<b>Information</b>	<b>Cost</b>
Registration Fee	Check to determine if you qualify for a member discount	€ <insert amount>
Flight	Use the Internet for an estimate, you may also want to add in baggage fees	€ <insert amount>
Lodging	Hilton Berlin Hotel	€ <insert amount>
Transportation from Airport to Hotel and Back	Cost will vary depending on the day and company used	€ <insert amount>
Mileage Reimbursement	Are you driving to the conference? Or do you need to take your vehicle to the airport?	€ <insert amount>
Parking	Do you need to park your car at an airport while you are at E-ATP Conference? Are you driving and need to park your car at the hotel?	€ <insert amount>
Food		
Miscellaneous	Are there any other expenses associated with attending the conference?	€ <insert amount>
	<b>Total</b>	<b>€ &lt;insert amount&gt;</b>