

2024 Innovations in Testing Conference

ROI Toolkit



ATP
GLOBAL

Innovations in Testing 2024

BETTER TOGETHER

Embrace change. Share solutions.

March 3-6, 2024 • Anaheim, CA • #atpconf

We hope to see you at the 2024 Innovations in Testing Conference! This packet includes a template for communication with your leadership in the event that you need to request approval to attend the conference.

Letter for Your Supervisor

Dear XXXXXX,

I would like to attend the [2024 Innovations in Testing Conference](#) in Anaheim, CA from March 3 – 6, 2024. Attending this conference will bring significant benefits to <your company/organization or department>.

At the Innovations in Testing Conference, I will be able to learn about <_____>, which will help with the <insert current project>. I am also interested in exploring new tools and technologies, best practices, and business strategies to make our organization more productive and competitive. I've attached a Benefits Worksheet outlining specific sessions and other opportunities to benefit our organization.

Here are some other tangible benefits to attending the Innovations in Testing Conference <adjust to fit your situation>:

- I'll learn how organizations can innovate to help improve assessment outcomes and find new ways to provide stakeholder value and create assessments that are bridging opportunities for better assessment
- I'll make connections through the many engaging networking opportunities. I will meet and connect with thought leaders and industry colleagues addressing similar challenges. I may be able to find joint venture partners or subcontractors who can enhance our business.
- I'll discuss the value and purpose of assessment with thought leaders from the education, credentialing, clinical, and industrial/organizational markets, and more.
- I will have the chance to collaborate to improve the efficacy of learning, renew the value of assessment, and leverage best practices to drive better outcomes.
- I will share what I learn at the Innovations in Testing Conference. I plan to <insert plan>.

Attending the conference will cost approximately <insert cost from worksheet>. This includes all transportation, lodging, sessions, events, and meals. I can also save money by <insert cost-saving ideas>. A breakdown of the costs associated with the conference is attached. Although it does cost money to attend Innovations in Testing, I believe it is an investment worth making.

I request the opportunity to discuss my attendance at the conference with you. I invite you to attend Innovations in Testing as well.

Thank you for your consideration.

Sincerely,

<Your name>

Benefits Worksheet

Use this worksheet to list the benefits you will bring to your company by attending the 2024 Innovations in Testing Conference: Better Together in Anaheim, CA. 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. [You can find the program listing here.](#)

Innovations in Testing Benefits Worksheet

Benefit to <Name of Your Organization>	Examples
Staying Current with Industry Trends	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXXX</i> ● <i>XXXXXX</i>
Learn methods and practices for teaching and learning, as facilitated by technology	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXX</i> ● <i>XXXXX</i>
Learn about ethics, legislation, regulation, guidance, standards, and policies that govern the industry; considerations for security and privacy issues including methods and practices for fraud prevention, detection, and enforcement as well as the use of AI solutions	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXX</i> ● <i>XXXXX</i>
Hear about all aspects on the business of testing, branding, marketing, customer development, digital transformation, and communications	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXX</i> ● <i>XXXXX</i>
Share what I learned with my team members	I commit to: <ul style="list-style-type: none"> ● <i>A presentation and debrief</i> ● <i>Share literature from the conference</i> ● <i>Access to presentations online</i> ● <i>Other</i>

Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2024 Innovations in Testing Conference: Better Together in Anaheim, CA. In the following table, insert the estimated amount for each item in the cost column.

Innovations in Testing Estimated Expenses		
Attendee:	Insert your name here	
Expense	Information	Cost
Registration fee	Check to determine if you qualify for a member discount.	\$ -
Flight	Use the Internet for an estimate, you may also want to add in baggage fees	\$ -
Lodging	Anaheim Marriott, Anaheim, CA — \$269 Single/Double, plus taxes	\$ -
Transportation from airport to hotel and back	13.3 miles from the airport. <i>Uber: averages \$30 each way</i> <i>Lyft: averages \$30 each way</i> <i>Taxi: averages \$45-55 each way</i> <i>Shuttle: \$22-30</i>	\$ -
Mileage reimbursement	Are you driving to the conference? Or do you need to take your vehicle to the airport?	\$ -
Parking	Do you need to park your car at an airport while you are at Innovations in Testing? <i>Self-Parking Discounted Rate: \$22</i> <i>Valet Parking: \$45</i>	\$ -
Food	The following meals are included with your conference pass: Breakfast on Monday, Tuesday, and Wednesday, Lunch for Monday and Tuesday, along with breaks and receptions. Account for meals you may need while traveling to and from the conference.	\$ -
Miscellaneous	Are there any other expenses associated with attending the conference?	\$ -
	Total	\$ -