



Celebrating
People, Progress, and Possibilities

INNOVATIONS
IN TESTING **2026**

March 1-4, 2026 | New Orleans, LA

ROI TOOLKIT

How to Convince Your Leadership to Send You to Innovations in Testing 2026

This resource is your go-to guide for making a compelling case for attending the 2026 Innovations in Testing Conference. Whether you're aiming to enhance your skills, network with industry leaders, or bring back cutting-edge insights to your team, our toolkit equips you with the strategies, data, and persuasive techniques needed to secure your company's approval. Dive in and get ready to transform your professional growth ambitions into reality.

Email Your Decision Maker

Hi <Insert Name>,

I have a strong interest in attending the [2026 Innovations in Testing Conference](#) in New Orleans, LA from March 1-4, 2026. Hosted by the [Association of Test Publishers](#) (ATP), this conference brings together industry leaders and innovators to share the latest trends, technologies, and best practices in the field of testing. I'm confident that attending will bring significant benefits for both my professional development and our organization.

Key benefits of attending:

- **Innovative Learning:** Learning how organizations can innovate and discover new ways to provide stakeholder value, improve assessment outcomes, and create assessments that are bridging opportunities for better assessment.
- **Valuable Networking:** Making valuable connections through numerous engaging networking opportunities. I will meet and connect with thought leaders and industry colleagues addressing similar challenges. This may lead to potential joint venture partners or subcontractors who can enhance our business.
- **Insightful Discussions:** Discussing the value and purpose of assessment with thought leaders from various markets, including education, credentialing, clinical, and industrial/organizational markets.
- **Collaborative Opportunities:** Collaborating to improve efficiency of learning, renew the value of assessment, and leverage best practices to drive better outcomes.

The Innovations Conference is *the* testing community conference for newcomers and experts alike. There will be several sessions focused on <insert topic related to job role>, which I can apply immediately in my work after the conference, as well as topics like, <insert topic related to job role> which will further broaden my knowledge base. I have attached a "Benefits Worksheet" outlining specific sessions on topics that will provide value. After the conference, I plan to <insert plan, i.e. "conduct a workshop to share the key insights with our team">.

Best of all, Innovations is renowned for promoting collaboration through its many networking events. Connecting with like-minded individuals and understanding how they manage similar circumstances will be extremely valuable to my future professional support and growth initiatives.

Attending the conference will cost approximately <insert cost from expense worksheet> including transportation, hotel, sessions, events, and meals. I've identified ways to save money, such as <insert cost-saving ideas>. A detailed breakdown of the costs is attached.

I kindly request your approval to attend the 2026 Innovations in Testing Conference. Thank you for considering my request. I'm happy to discuss this further or provide any additional information you may need. I'm confident that the knowledge and connections gained from attending this conference will yield significant value for our organization.

Thank you for your consideration.

<Insert your name>

Attach the Benefits Worksheet

Use this worksheet to highlight the valuable insight & knowledge that you'll bring back to your company by attending the 2026 Innovations in Testing Conference in New Orleans, LA. Simply list the opportunities that will help you grow as a professional and tackle industry challenges. Once the program listing is available, you can also provide more detail on specific sessions you plan to attend. The full [program listing](#) will be available here.

Topic Covered	Focus of Sessions	Plan for using this to grow as a professional and tackle industry challenges
Assessment for Learning	Technologies, methods, or practices that inform and adapt instruction in real time within digital or instructor-led environments.	
Business Strategies	Focuses on the business of testing, branding, marketing, customer development, digital transformation, and communications	
Legal and Policy Considerations	Ethics, legislation, regulation, guidance, and policies	
Security	Fraud prevention/detection/enforcement, anomalous behavior in testing, data protection, data privacy, forensics, and data analytics	
Test Development and Psychometrics	Content development, psychometric models, item bank management, exam formats, advanced item types (i.e. VR, AR, etc), standard setting, SME management, and job analysis	
Test Administration and Delivery	Test delivery modalities, proctoring, stakeholder considerations, and candidate experience	

Accessibility and Inclusion	Inclusive methods/practices (content development, candidate experience), stakeholder considerations, accessibility/accommodations approaches	
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Benefit	Examples
Staying current with industry trends.	
Learning methods and practices for teaching and learning, as facilitated by technology.	Sessions to attend: <ul style="list-style-type: none"> • <Insert session title and context> • <Insert session title and context>
Learning 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"> • <Insert session title and context> • <Insert session title and context>
Hearing about all aspects of the business of testing, branding, marketing, customer development, digital transformation, and communications.	Sessions to attend: <ul style="list-style-type: none"> • <Insert session title and context> • <Insert session title and context>
Sharing what I learned with my team members when I return to the office.	I commit to: <ul style="list-style-type: none"> • A presentation and debrief • Share literature from the conference • Access to presentations online

Attach the Estimated Expense Worksheet

Use this handy worksheet to organize your estimated expenses. Simply fill in the estimated amounts for each item in the cost column, and you'll have a clear picture of your conference budget.

Expense	Information	Cost
Registration fee	Check to determine if you qualify for a member or early bird discount.	\$ -
Flight	Use the internet for an estimate and consider baggage fees if applicable.	\$ -
Hotel	Hyatt Regency New Orleans . Book in advance through ATP Friday, February 6th for a discount.	\$ -
Transportation from airport to hotel and back	12.3 miles from the airport. Uber or Lyft: averages \$25 each way Taxi: averages \$45-55 each way	\$ -
Mileage reimbursement	Are you driving to the conference? Or do you need to take your vehicle to the airport?	\$ -
Parking	Self-parking is available at the Hyatt Regency Orlando at a rate of \$35.00 for overnight guests. Valet Parking: \$50	\$ -
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	\$ -