



FEBRUARY 21-24 | SAN DIEGO, CALIFORNIA

ROI TOOLKIT

How to Convince Your Leadership to Send You to Innovations in Testing 2027

This resource is your go-to guide for making a compelling case for attending the 2027 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 [2027 Innovations in Testing Conference](#) in San Diego, CA from February 21-24, 2027. 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 2027 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 2027 Innovations in Testing Conference in San Diego, CA. 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 details 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
Accessibility and Inclusion	Covers inclusive methods across content development and candidate experience, including stakeholder considerations, accessibility and accommodations, and how digital and AI-enabled tools can expand access while maintaining fairness and validity.	
Assessment for Education (Pre-k to Higher Ed)	Explores technologies, evidence-based methods, and practices that enhance assessment across Pre-K through higher education. Focus on approaches that inform and adapt instruction in real time across digital, hybrid, and instructor-led environments, including adaptive systems, formative and summative assessment, accessibility, and AI-supported feedback. Sessions should highlight practical applications, research, and implementation insights that support responsive teaching and personalized learning.	
Business Strategies	Focus on the business of testing, including branding, marketing, customer development, digital transformation, and communication strategies to evolve credentialing and	

	assessment programs in technology-enabled environments.	
Delivery and Candidate Experience	Explores test delivery models, proctoring, and platform innovation, including remote and global delivery. Emphasizes candidate experience throughout their journey including preparation, delivery, reporting, and strategies to help candidates reduce test anxiety.	
Design, Development, and Psychometrics	Focuses on assessment design, psychometric models, item development, new assessment approaches, AI-assisted authoring, standard setting, and job analysis, along with SME engagement and development.	
Security	Covers fraud prevention, detection, and enforcement; anomalous testing behavior; data protection and privacy; forensics; and the use of analytics and advanced technologies to mitigate threats.	
Skills, Credentialing, and Workforce Alignment	Covers certifications, microcredentials, and other approaches to validating skills, including skills frameworks, workforce alignment, lifelong learning models, and technology-enabled methods of demonstrating capability.	
Trust, Ethics, and Policy in Assessment	Examines ethics, legislation, regulation, and policy shaping responsible testing practices, including data governance, transparency, fairness, and the responsible use of AI and emerging technologies.	

Benefit	Examples
Staying current with industry trends.	
Learning methods and practices for teaching and learning, as facilitated by technology.	Sessions to attend: ● <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: ● <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: ● <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: ● 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	Town & Country Resort or Courtyard Marriott . Book in advance through ATP: January 28, 2027 with Town & Country or January 21, 2027 with Courtyard Marriott for a discount.	\$ -
Transportation from airport to hotel and back	About 6 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 Town & Country Resort at a rate of \$38.00 for overnight guests.	\$ -
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	\$ -