



C I A S T D 2010
CROSSROADS
REGIONAL CONFERENCE
Paths to Better Performance

Justification Toolkit: General Tips

Many professional development budgets have been slashed, and some organizations are experiencing decline in departmental staff. This means that regardless of the merits of a conference, you'll probably need to justify the expense. So here are some things you might want to consider:

- Focus on what you will specifically bring back to the organization as return for the investment.
- Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned. That way others in your department will get the benefits of your attendance, too.
- Share the speaker handouts with your colleagues. As an attendee, you have unlimited access to materials posted by speakers.
- Be ready with a plan that shows who will cover for you while you are attending the conference.
- Offer to share a room to reduce hotel expenses or find opportunities to carpool to Indianapolis.
- Create a learning action plan for your manager to show them how you will utilize the skills gained from the conference.
- Utilize the items in this toolkit to help you make the case for the Crossroads Regional Conference.