

Return on Investment

S I X T E E N T H
A N N U A L
C O N F E R E N C E



9-10 October 2018
Hilton Hotel, Terminal 5, Heathrow

MIND THE GAP



1. JUSTIFYING YOUR ATTENDANCE AT THE 2018 APMP® CONFERENCE

Use the information below to help to justify the expense of attending the Conference. To get your attendance at the Conference approved, you need to identify two components to your manager:

- Expense (the “Investment”)
- Benefits Gained from Attending (the “Return on Investment”)

Here are some easy-to-use tools to help you calculate the investment and identify your return by attending the Conference.

A. UNDERSTANDING YOUR CONFERENCE EXPENSES

Conference expenses are affected by a number of factors. Use the following table to develop a cost estimate for your attendance at the Conference.

B. EXPENSES TABLE

<i>Expense</i>	<i>Guidelines</i>			<i>Cost</i>
Conference Registration	Single Delegate	TBC		£
	Single Delegate + Membership Dues	TBC		
	NOTE: Multiple Registration (per person fees above) is member registrations submitted at the same time from the same company. Please email conference@apmpuk.co.uk for multiple delegate discounts.			
Pre-Conference Training Workshops	Optional - see APMP website when available			£
Air Travel	Use an Internet travel service, e.g. Travelocity or Expedia , or an airline website to estimate			£
Mileage Reimbursement	Driving to conference? To the airport for your flight? Use Mapquest or Google Maps to calculate distance, then multiply by the HMRC Mileage Reimbursement Rate (£0.45/mile as of 1 April 2018)			£
Accommodation	Insert accommodation fees			£
	Subtotal			£
	Number of Employees Attending			



C. QUALIFYING THE BENEFITS

To most effectively justify your attendance at the Conference, clearly articulate the connection between your organisation’s knowledge requirements and the Conference program. DO NOT assume that your manager can automatically make those distinctions.

Use the following table to help you focus on the benefits:

D. BENEFITS TABLE

Use the below as examples of complete your own as applicable:

<i>Benefits</i>	<i>Specific Needs, and the Conference Sessions and Training that Meet those Needs</i>
Networking Benefits	This conference will allow {insert specific team members} to network with other professionals and vendors in the industry. We will be able to take the pulse of what is happening for tools, technologies, and processes, and hear ideas that we weren’t even aware of.
Teambuilding (if sending all/part of your group)	This conference will help build our team, providing a forum for team members to discuss tools, technologies, and processes and how we can might apply them in our company to improve our information products, workflow, and processes.
Current Tools	
Future Tools Exploration	
Current Technologies	
Future Technologies Exploration	
Current Processes	
Future Processes Exploration	
Vendors with Tools and Technologies Being Explored	