Dear <enter name>,

I would like to attend E-ATP's 2019 conference, *Transforming Assessments: Challenge. Collaborate. Inspire.*, in Madrid, Spain, 25 - 27 September. I believe that attending this conference will bring significant benefits to <your company or department>.

At E-ATP, I will be able to learn about <enter subjects>, which will help with the <insert current project>. I am also interested in exploring new tools and technologies as well as best practices and new business strategies to make our organisation more productive and competitive. I’ve attached a Benefits Worksheet that outlines specific sessions and other E-ATP opportunities that will benefit our organisation.

Here are some other tangible benefits to attending E-ATP <adjust to fit your situation>:

* **I’ll help our company stay current with new trends and technologies.** By attending forward-looking innovation forums and sessions, and visiting with the E-ATP Exhibit Hall vendors, I can find out what other companies are doing to stay competitive.
* **I’ll make connections.** I will network with peers to understand how other organisations are handling common issues. I may be able to find joint venture partners, subcontractors, or new employees who can enhance our business.
* **I’ll learn new skills and share them with my coworkers.** I will make a concerted effort to share what I learn at E-ATP. I plan to <insert plan>.

Attending E-ATP 2019 will cost approximately <insert cost from worksheet>. This includes all transportation, lodging, classes, 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 E-ATP, I believe it is an investment worth making.

I respectfully request the opportunity to discuss my attendance at E-ATP with you. I invite you to attend E-ATP as well. As you can see from the attached materials, many top-level managers and executives find value at E-ATP.

Thank you for your consideration.

Sincerely,

<Your name>

**E- ATP Benefits**

Use this worksheet to list the benefits you will bring to your company by attending E-ATP's 2019 conference, *Transforming Assessments: Challenge. Collaborate. Inspire.*, in Madrid, Spain. In the following table, replace the *italicized text* in the Examples section with the content sessions you plan to take or other opportunities that can help you enhance your skills as a professional and face the challenges of your industry.

|  |  |
| --- | --- |
| **Benefit to <Name of *Your Organisation*>** | **Examples** |
| Staying current with industry trends | Speakers and sessions that can help us to stay current with industry trends:   * *XXXXXX* * *XXXXXX* |
| Productivity and transformation | Sessions that will make us more productive and transformative into the future:   * *XXXXXX* * *XXXXXX* |
| Meeting challenges through innovation and 21st century technologies | Sessions or vendor demonstrations that address new tools and technologies:   * *XXXXXX* * *XXXXXX* |
| Unique to Europe | Opportunities to learn about facing challenges unique to Europe:   * *XXXXXX* * *XXXXXX* |
| Revenue generation, cost savings and increasing the bottom line | Sessions and other opportunities to learn about ways to increase revenues and profits and/or save money:   * *XXXXXX* * *XXXXXX* |
| Sharing, collaborating and inspiring | Ways in which I will share what I have learned with others at *your organisation:*   * *A presentation and de-brief* * *Bring back and share literature* * *Access to presentations on-line* |

**Networking: Who else will be there?**

**Sponsors who have attended:**

Pearson Vue, Prometric, Open Assessment Technologies, Hogan Assessments, PSI, ACT, Inc., SoNet Systems Pty Ltd., Aspiring Minds, Proctorio, BTL Surpass, Comms Multilingual, Scantron, ProctorU, Arcadia, Trifork, TestReach, Ascend Learning, Kryterion, cApStAn, Hogrefe Publishing Group, Cito, RM Results, Turnitin, ITTS, Televic, Questionmark, Cirrus, The Dutch School, Credly

**Titles of those who attend:**

Account Director or Manager

Advisor

Assessment Consultant

Assessment Operations and Development Manager

Assessment Platforms Team Manager / Technical Coordinator in Research & Development

Assistant professor

Branding and Social Media Manager

Business & IT Assessment Development Manager

Business & IT Qualifications Product Portfolio Manager

Business Developer

Business Development Director

Business Development Manager

Business Manager Department Primary Education

Business Solutions Consultant

Business Unit Manager SELOR

CEO

Certification Expert

Chairman

Chief Assessment Officer

Chief Commercial Officer

Chief Experience Officer (CXO)

Chief Measurement Officer

Chief Psychometric Officer

Chief Scientist

Chief Science Officer

Chief Technology Officer

Chief Testing and Research Officer

Client Engagement Manager

Client Success Representative

Collaborator IV/IT Staff

Commercial Consultant

Commercial Director

Commercial Strategy

Consultant

Contract Manager digital testing systems

COO

Customer Care and Operations

Customer Services Group Manager

Customer Support Manager

Data scientist, Ph.D Student

Delivery Director

Deputy CEO

Deputy Division Director

Deputy Head of Unit

Developer

Development Manager

Digital Education Consultant

Digital Innovation & Customer Experience Manager

Director

Director Learning Experience Development

Director of European Operations

Director of Growth Markets

Director of Operations - Assessment Sciences

Director of Talent Assessment Solutions

Director of Testing

Director Security Strategy & Analytics

Director Test Development Solutions

Director, Assessment and Innovation

Director, Evaluations and International Assessments

Director, Exam Development

Director, Global Business Solutions

Director, Human Capital Consulting

Director, Human Capital Sciences

Director, IT Credentialing & Sr. Psychometrician

Director, Master's Programs

Director, Product Managers

Director, Psychometrics and Assessment Services

Director, Quality, Policy & Stakeholder Engagement

Director, Research and Applied Psychometrics

Division Director

E-Assessment Manager

EU Account Manager, Account Management

EVP & General Counsel

Exam Developer

Examinations Manager

Examinations Officer

Executive Advisor

Executive Chairman

Executive Director

Executive Director & Founder

Executive VP

Founder

General Director

General Manager

Global Business Development

Global Certification Specialist

Global Events Manager

Global Manager

Group Executive Board Member

Head - Vocational Assessments

Head of a Centre for Exams

Head of Academic Opertations

Head of Assessment

Head of Assessment Research and Psychometrics

Head of Assessment Standards & Operations

Head of Automated Assessment & Learning

Head of Business Change

Head of Business Development

Head of Customer Acquisition

Head of Development

Head of Driver Education

Head of E-Assessment

Head of Innovation and Development

Head of International Customers

Head of Marketing

Head of Network Accreditation

Head of Quality

Head of Research

Head of Strategic Projects

Head of Validation

IT advisor

Item Bank Manager

Item Writer

Junior Content Development

Junior Editor

Lead developer

Manager

Manager Assessment Solutions

Manager of Client Research

Manager, Enterprise Architect team

Manager, Human Capital Consulting

Manager, LMS and Reporting

Manager, Product Strategy

Managing Director

Managing Director of Europe

Managing Partner

Marketing Associate

Marketing Director

Marketing Manager

New Business Manager

Partner

PhD candidate

President

Principal Project Manager

Principal Research Scientist

Product Development Director

Product Manager

Product Manager eAssessement

Product Strategy Manager, Test Authoring & Test Delivery

Professor

Program Officer

Program Vice President

Project director National Examinations

Project Manager - Development

Project Manager/ Business Analyst

Prometric Postdoctoral Researcher

Psychometrician

QA manager

R&D director

R&D Manager

Regional Vice President

Research and development advisor

Research Director

Sales Manager, Europe

Scientific Assistant

Section Vice President

Senior Account Manager

Senior Advisor

Senior Assessment Manager

Senior Business Consultant

Senior Business Development Manager

Senior consultant

Senior Consultant, Talent Management

Senior Counsel

Senior Developer

Senior Director

Senior Director of Operations

Senior Director, Corporate Development

Senior Director, International Marketing

Senior Expert Consultant

Senior Lecturer

Senior Product Manager

Senior Psychometrician

Senior Security Manager

Senior Vice President

Senior Vice President of Business Development

Senior Vice President Sales and Marketing

Senior Vice President, Business Development & Marketing

Senior Vice President, Test Development

Snr Software Production Manager

Software Developer

Software Development Director - Deputy CTO

Solutions Architect

Sr. Advisor

Sr. Director, Credentialing Accreditation Programs

Sr. Organizational Psychologist & Program Evaluator

SVP International Assessment Solutions

Technical Director

Technical Editor

Technical Product Specialist

Technology Portfolio Manager

Technology Product Manager

Territory Manager

Test Developer

Test Development Manager

Vice President

Vice President EMEA

Vice President of Sales

Vice President, Assessment Development & Psychometrics

Vice President, Consulting

Vice President, Operations

Vice President, Product Management

Vice President, Research

Vice President, Research Technology, Data Science, and Analytics

Vice President, Sales Global Public Sector & Strategic Accounts

VP Business Development

VP Engineering

VP Partnerships

VP, eAssessment

VP, Standards & Certification

**E- ATP 2019 Estimated Expenses**

**Attendee:** <insert name>

|  |  |  |
| --- | --- | --- |
| **Expense** | **Information** | **Cost** |
| **Registration cost** | Check to see if you qualify for a member discount. | € <insert amount> |
| **Flight cost** | Use the Internet to get an estimate. | € <insert amount> |
| **Lodging**  (Includes room tax) | The Melia—Starting at €190.00/night (includes breakfast) | € <insert amount> |
| **Transportation from airport to hotel and back** | Only 10 miles from the airport. Transfers are upon request from hotel and a taxi stand is right out front. | € <insert amount> |
| **Mileage reimbursement** | Are you driving to the conference? Or do you need to take your vehicle to the airport? | € <insert amount> |
| **Parking** | Do you need to park your car at an airport while you are at E-ATP? | € <insert amount> |
| **Food** | The following meals are included with your 2-day conference pass: Breakfast if you’re staying at the hotel Wednesday, Thursday, and Friday, Lunch for Wednesday and Thursday along with breaks and receptions. Account for meals you may need to eat while traveling to and from E-ATP. | € <insert amount> |
| **Miscellaneous** | Are there any other expenses associated with attending E-ATP? | € <insert amount> |
|  | **TOTAL** | **€ <insert amount>** |