



E-ATP 2023 ROI TOOLKIT

Letter for Your Supervisor

Below is a template for a communication with your leadership if you need to request approval to attend the 2023 E-ATP Conference.

Dear <enter name>,

I would like to attend E-ATP's 2023 conference, *E-ATP > The European Home of Assessment*, in Vienna, Austria from 20 September – 22 September 2023. 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.** I will join sessions and discussions with fellow leaders in the assessment industry about building better and more equitable testing experiences.
- **I'll make connections through many engaging networking opportunities.** I will network with peers to understand how other organisations are handling common issues, share my stories, and learn from my fellow peers. I may be able to find new opportunities, 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 2023 will cost approximately <insert cost from worksheet>. This includes all transportation, lodging, sessions, 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.

Thank you for your consideration.

Sincerely,

<Your name>

E-ATP Benefits Worksheet

Use this worksheet to list the benefits you will bring to your company by attending E-ATP's 2023 conference, *E-ATP > The European Home of Assessment*, in-person on 20 – 22 September. In the following table, replace the *italicized text* in the examples section with the content sessions you plan to attend or other opportunities that can help you enhance your skills as a professional and face the challenges of your industry.

2023 E-ATP Conference Benefits Worksheet

Benefit to <Name of Your Organisation>	Examples
Staying current with industry trends	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXXX</i> ● <i>XXXXXX</i>
Learn about groundbreaking disruptive technologies on the horizon such as biometrics, artificial intelligence, and machine learning as well as new techniques in test design and delivery	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXXX</i> ● <i>XXXXXX</i>
Discuss how the industry can personalise assessments and feedback to assist candidates in learning	Sessions to attend <ul style="list-style-type: none"> ● <i>XXXXXX</i> ● <i>XXXXXX</i>
Hear about the new expectations of candidates towards assessment	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXXX</i> ● <i>XXXXXX</i>
Share what I learned with my team members	I commit to: <ul style="list-style-type: none"> ● <i>A presentation and debrief</i> ● <i>Share literature from the conference</i> ● <i>Access to presentations online</i> ● <i>Other</i>

Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2023 E-ATP Conference: E-ATP> The European Home of Assessment taking place in-person in Vienna, Austria. In the following table, insert your estimated amount for each item in the cost column.

E-ATP Conference Estimated Expenses

Attendee:	Insert Your Name Here:	Date:
Expense	Information	Cost
Registration Fee	Check to determine if you qualify for a member discount	€ <insert amount>
Flight	Use the Internet for an estimate, you may also want to add in baggage fees	€ <insert amount>
Lodging	Vienna Marriott Hotel	€ <insert amount>
Transportation from Airport to Hotel and Back	Cost will vary depending on the day and company used	€ <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 Conference? Are you driving and need to park your car at the hotel?	€ <insert amount>
Food		
Miscellaneous	Are there any other expenses associated with attending the conference?	€ <insert amount>
	Total	€ <insert amount>