

# E-ATP 2025 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 2025 E-ATP Conference.

Dear <enter name>,

I would like to attend the E-ATP 2025 conference, 'European Home of Assessment: Redefining European Assessment for All,' in Dublin, Ireland, from September 17-19, 2025. I believe that attending this conference will bring significant benefits to [your company or department]

At E-ATP, I will learn about [enter subjects], which will assist with [insert current project]. I am also interested in exploring new tools, technologies, best practices, and business strategies to make our organisation more productive and competitive. Attached is a Benefits Worksheet outlining 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>:

- **Cutting-Edge Insights and Innovations:** The E-ATP conference provides insights into the latest advancements in assessment. I will learn about innovative technologies and practices shaping the future. By participating, I will stay ahead of trends and be equipped to implement cutting-edge solutions in my work.
- **Networking Opportunities:** The conference gathers a diverse group of professionals. Attending provides a platform to network with peers, share experiences, and build professional relationships. These connections can lead to collaborations, partnerships, and opportunities for our organisation.
- **Professional Development:** E-ATP offers a variety of sessions led by experts in the field. These sessions are designed to enhance my skills, broaden my understanding of assessment practices, and provide practical takeaways that I can apply within our organisation.

Attending E-ATP 2025 will cost approximately <insert cost from worksheet>, covering transportation, lodging, sessions, events, and meals. I can also save money by <insert cost-saving ideas>. A detailed cost breakdown is attached.

Despite the expense, I believe attending E-ATP is a worthwhile investment. I respectfully request the opportunity to discuss my attendance with you and invite you to consider attending as well.

Thank you for your consideration.

Sincerely,

<Your name>

*"I have made it a habit to come to E-ATP every year. Being based in the US but delivering a global program, the sessions help me stay up to date on what's happening in assessment in Europe. What challenges and opportunities are the same? Which are different? How can I learn from what's being done in Europe and apply to my program? And, I get an opportunity to see friends and colleagues that I only have a chance to see at conferences like this!" -Liberty Munson, Director of Psychometrics, Microsoft Worldwide Learning.*

# E-ATP Benefits Worksheet

Use this worksheet to list the benefits you will bring to your company by attending E-ATP's 2025 conference, *E-ATP > European Home of Assessment: Redefining European Assessment for All*, in person on 17-19 September in Dublin, Ireland. 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.

## 2025 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"> <li>● XXXXXX</li> <li>● XXXXXX</li> </ul>
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"> <li>● XXXXXX</li> <li>● XXXXXX</li> </ul>
Discuss how the industry can personalise assessments and feedback to assist candidates in learning	Sessions to attend <ul style="list-style-type: none"> <li>● XXXXXX</li> <li>● XXXXXX</li> </ul>
Hear about the new expectations of candidates toward assessment	Sessions to attend: <ul style="list-style-type: none"> <li>● XXXXXX</li> <li>● XXXXXX</li> </ul>
Share what I learned with my team members	I commit to: <ul style="list-style-type: none"> <li>● <i>A presentation and debrief</i></li> <li>● <i>Share literature from the conference</i></li> <li>● <i>Access to presentations online</i></li> <li>● <i>Other</i></li> </ul>

We have also provided a table that can be used from a broader perspective, if you are filling this out prior to the full programme being published (expected in late June 2025).

Topic Covered	Focus of Sessions	Plan for using this to grow as a professional and tackle industry challenges
Candidate Experience	Information will be shared illustrating how the assessment industry is improving the candidate experience by making products and services more inclusive, better suited for accessibility and/or diverse needs, and a more streamlined and	

	responsive experience	
Innovation in Assessment	Presentations illustrating innovative ideas and research in the design or delivery of assessments as well as the benefits and challenges these will bring.	
Collaboration	Discussions will be had illustrating examples of collaboration within the assessment industry or between the assessment industry and other sectors. Examples of cross-country collaboration within Europe are particularly welcomed.	

# Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2025 E-ATP Conference: E-ATP *European Home of Assessment: Redefining European Assessment for All*, in person on 17-19 September in Dublin, Ireland. In the following table, insert your estimated amount for each item in the cost column.

## E-ATP Conference Estimated Expenses

<b>Attendee:</b>	Insert Your Name Here:	Date:
<b>Expense</b>	<b>Information</b>	<b>Cost</b>
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	Hilton Berlin 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>
	<b>Total</b>	<b>€ &lt;insert amount&gt;</b>