



2019

CONFERENCE
JUSTIFICATION
TOOLKIT

AANP | American Association of
NURSE PRACTITIONERS®

INDIANA CONVENTION CENTER
INDIANAPOLIS

2019 CONFERENCE JUSTIFICATION TOOLKIT

You know that there is no substitute to attending a live conference event, where you can meet face-to-face with other health care professionals, learn from industry thought leaders and, afterwards, bring the latest tools and techniques back to your patients. That said, how do you go about taking the time off work and dealing with the cost of travel and housing?

Make your case and show your employer the return it will get by investing in your attendance at the 2019 AANP National Conference! Let us help you justify why you should attend and what value it will bring to you and your employer.

Why should you attend the 2019 AANP National Conference?

The American Association of Nurse Practitioners® (AANP) represents more than 248,000 practicing nurse practitioners (NPs) and is a community of more than 92,000 members who are united by their commitment to provide exceptional patient care. AANP's national conference is the largest conference for NPs of all specialties—it's where NPs go to learn, collaborate, share insights and grow professionally. In 2019, AANP heads to Indianapolis for a week filled with CE sessions, skill-enhancing workshops, poster presentations, exhibit booths, networking and much more!

AANP NATIONAL CONFERENCE FACTS

- The national conference hosts more than 5,000 attendees, allowing you to build lasting relationships with and learn from passionate, respected health care providers from across the U.S.
- Extensive learning options will be offered throughout the conference via workshops, rapid fire sessions, poster presentations and a variety of concurrent and general sessions—more than 450 hours of total CE credit (including several hours of pharmacology credit)!
- You will have valuable opportunities to meet health care experts in person and hear firsthand what leaders have to say about the latest research, clinical applications and techniques.
- More than 300 exhibitors are an exciting addition to this conference, sharing the latest health care products and services with attendees.

JUSTIFICATION TIPS

How can you help make this conference cost-effective?

The best way to reduce costs is to plan early. By registering in advance, you may qualify for a limited-time, early bird discount. In addition, AANP members receive a sizable discount to the conference, so if you are not already a member, join now and take advantage of the lower member conference attendee rate. The difference in the member vs. non-member rate more than pays for your annual membership dues and entitles you to the many benefits of AANP membership, such as free continuing education courses in our CE Center. It's a real win-win for you and your employer!

If you are in need of housing, booking within the AANP housing block can help you find the best rates. Alternatively, if a friend or colleague will be attending conference with you, sharing a room can help reduce hotel expenses.

If you are working to obtain or maintain your professional credential, national conference is a great way to earn CE credits in one location, which may be less expensive and less time consuming than registering for individual courses and webinars.

What is the return on investment for your employer?

Make sure your employer understands that conference attendance is an investment, not an expense. Be specific about the benefits you will bring back to the office.

You can search the easy-to-use registration system by targeted specialty or therapeutic topic to ensure you are attending those sessions that relate to your employer's goals and your professional development needs. For example, if your employer has expressed a need for more information on Substance Use Disorder, you may want to search for sessions on opioid overdose prevention, safe opioid prescribing, opioid use disorder treatment or pain management.

On a larger scale, the conference also provides a great way to forge new partnerships, recruit future employees and elevate the presence of your company. It can help you identify new policies or legislation that would apply to your practice. It can help you stay informed of emerging technology and applications for potentially improved patient care. It also allows you the opportunity to engage with speakers of interest and connect them to your employer.

How can you make sure your time off doesn't impact your employer?

You want to return to your employer energized and ready to put your new knowledge to work. Be proactive in developing a plan to show your employer who will cover your workload and how critical work will be completed while you are at conference.

Then, you can take it one step further by passing along the benefits of the conference with your coworkers. Share relevant materials and handouts with your colleagues, deliver a briefing to your workplace or even live tweet your experience so that friends and colleagues can stay abreast of new developments and acquire valuable tools.

What hands-on training is available to you?

Hands-on training is essential to learning new techniques and reinforcing your skills. National conference has a number of workshops specifically designed to enhance your competences—but be sure to identify those sessions early and reserve your spot. Hands-on training forces you to break out of your comfort zone and learn in a new environment with greater focus and reflection, encouraging fresh thinking to create new ideas and approaches.

The face-to-face networking opportunities are an invaluable way to obtain knowledge from experienced and influential NPs and health care leaders, as well as exhibitors. By visiting the exhibit booths and viewing demonstrations, you can potentially vet new products or services for your employer. You can also converse with like-minded NPs who are exploring product solutions and best practices to address challenges.

EXPENSE	NOTES	NON-MEMBER COST	MEMBER COST
Registration Fee	Includes pre-meeting workshop courses, early bird registration discount, optional event fees, etc.	\$	\$
Membership Fee	Membership can pay for itself and especially the difference in the cost of the conference. Membership helps you save on practice tools, insurance, office supplies, travel, vacations and more	\$	\$
Meeting Materials	Includes books, software, supplies, etc	\$	\$
Airfare	Book early for the best airfare rates or use air mileage points to offset airfare cost	\$	\$
Lodging	Book inside the conference block for best rates. Lodging can be calculated by multiplying: Number of nights x room rate x applicable taxes.	\$	\$
Transportation	Includes taxi, car rental, airport shuttle, mileage (if driving), parking fees, tolls, etc.	\$	\$
Food	Understand your employer's policy for food allowance and consider a hotel room with a refrigerator.	\$	\$
Miscellaneous	Includes tips, Wi-Fi fees, etc.	\$	\$
	Total	\$	\$

Feel free to use this cost benefit outline or use it as a guide to help develop a personalized cost benefit worksheet for your employer.

NEEDS	2019 AANP NATIONAL CONFERENCE BENEFIT
Continuing Education	More than 450 hours of CE, many of which include pharmacology credit, will enhance your competency and provide knowledge and understanding on how to improve your clinical, office or patient care.
Industry	More than 300 companies showcase the latest offerings in the health care arena at the exhibit hall. In addition, Non-CE Product Theaters, Product Showcases and other industry events all offer a thorough look at new health care products, technologies and services.
Highlights	2019 AANP National Conference include: <ul style="list-style-type: none"> • Rapid Fire and Poster Presentations from your fellow AANP members • Interest forums designed for students, new NPs and experience NPs alike • Membership information from the AANP Plaza • Career fair with hiring managers from leading health care organizations
Workshops	Skill-enhancing workshops give you hands-on training and in-depth understanding of techniques and practices to benefit your patients.
Networking	Various networking opportunities are available throughout the conference, such as: <ul style="list-style-type: none"> • Opening reception • Specialty Practice Group meetings • Annual membership meeting • Research sign-ups • Awards ceremonies

[PRINT COMPANY LETTERHEAD]

[INSERT DATE]

Dear [INSERT EMPLOYER'S NAME],

Please consider my request for approval to attend the 2019 American Association of Nurse Practitioners® (AANP) National Conference to be held June 18—23, 2019, in Indianapolis.

This conference provides an opportunity for me to attend valuable educational sessions, with more than 450 total CE hours to choose from, to further my knowledge base and provide the necessary tools and resources to enhance my clinical, office and patient care. In addition, it will provide networking opportunities with a variety of NP experts and colleagues from across the country.

After reviewing the conference schedule in detail, the following are a few sessions that I feel are most relevant and will provide valuable professional growth:

[INSERT 4—5 SESSIONS/WORKSHOPS/ETC.]

Please consider supporting my attendance to this conference. I anticipate the total expenses to be approximately \$[INSERT AMOUNT], which includes the registration fees and travel expenses. For your convenience, I have attached a detailed cost analysis.

I believe this conference will be a benefit to both myself and this company, and I thank you for considering support of my attendance at the 2019 AANP National Conference.

Sincerely,

[INSERT YOUR NAME]