



Justification Toolkit

Travel and time away from the office often requires formal justification. This document is designed to help you make the case for attending the 6th annual Craneware Financial Performance Summit. We have included a draft e-mail and a cost worksheet you can present to your manager.

A few things to remember when making your case:

- Focus on what you will specifically bring back to your facility as return for the investment.
- Be prepared to show how your daily duties can still be fulfilled while you are attending the Summit. Have a plan that identifies who will cover for you while you are attending the Summit.
- Share your experiences with colleagues when you return to the office. You will have access to the meeting's presentations, so you can easily share this new knowledge with other's on your team.
- Offer to prepare and deliver a short presentation and Q&A session for your colleagues to share what you learned during the Financial Performance Summit.

Draft e-mail to manager

I would like to attend the Craneware Financial Performance Summit in Atlanta at the Grand Hyatt Buckhead. This conference will enable me to attend an array of educational sessions that are directly applicable to my work and will allow me to network with other users of Craneware software, as well as experts within Craneware, so we can take better advantage of the software tools we already have. Many of the presentations deliver information on how to **< list benefits to your responsibilities >**. A detailed cost breakdown is listed below.

The following is the breakdown of conference costs:

Airfare: **<\$xxxx>**

Transportation (to and from airport): **<\$xxxx>**

Hotel: **<\$xxxx>** [Craneware has negotiated a discounted rate]

Meals: **<\$xxxx>** [Craneware provides breakfasts and lunches during the program]

The total costs associated with attending this conference are: **<\$xxxx>**.

The opportunity for me to develop better contacts and gain knowledge in specific areas makes my attendance at Craneware’s Financial Performance Summit a great investment, which will yield many benefits for < name of your organization >.

Sincerely,

< Your name here >

Estimating your expenses

Expense Area	Guideline	Cost
Conference Registration	There is no fee to attend!	\$0
Flight	Visit a Web travel site such as kayak.com or expedia.com to get an estimate. Remember to check southwest.com, too as they do not publish rates on any other site.	\$
Lodging	The special Craneware rate is \$199++ (16.9% tax) single or double, if you make your reservation by September 23, 2019. The estimate here assumes two nights’ lodging and includes taxes.	\$465.26
Transportation between airport and hotel	The hotel is approx. a 30-minute car ride via Uber or Lyft . MARTA is Atlanta’s transit system. From the airport, Grand Hyatt Atlanta guests should board Northbound trains (N to North Springs). Exit at the Buckhead Station N7 onto Peachtree Road S. The Buckhead Station is two blocks from our hotel.	Uber or Lyft is approx. \$30 without tip each way. MARTA is \$2.50 one-way and tickets can be purchased at the airport upon arrival
Mileage Reimbursement	Driving to the conference or to the airport for your flight? Use MapQuest to calculate distances, and then multiply miles by 58 cents/mile (IRS standard 2019 rate).	\$

Meals	Meals offered at the Financial Performance Summit: – Full lunch on Tuesday – Reception on Tuesday – Full breakfast and lunch on Wednesday – Dinner on Wednesday – Full breakfast on Thursday Enter any other meals to the right.	\$
Total		\$

Explaining the Benefits

Let’s face it: many benefits from conference attendance are hard to quantify. For example, experts agree that the top benefit of conference attendance is its networking value. Where else can you find so many contacts facing the same issues as your organization? Are there other Craneware solutions you’re not aware of that could assist you in addressing issues facing your organization? Although networking is undoubtedly the most important aspect of a conference, it is also the toughest for which to quantify a value.

When you propose your attendance at the Financial Performance Summit, don’t focus on how much you want to go; *focus instead on what you will specifically bring back to your organization as payback for the investment.*

Quantifying the Benefits

To effectively justify your attendance, you need to clearly articulate the connection between your organization’s knowledge requirements and the conference program. Do not assume that your manager will be able to automatically make those connections.

Use the following worksheet to help you focus on the benefits. Use whatever makes sense for your particular facility, and omit the rest.

Benefits Worksheet

Benefits to Your Organization	Specify your Needs and list the Sessions that Meet those Needs
Training Cost	A two-day, on-site training engagement at your facility would easily cost over \$10,000. By attending the Financial Performance Summit you receive this training with no registration fee!
Networking Benefits	The Craneware Financial Performance Summit is expected to have over 100 attendees from other hospitals across the region and the country.
Current Tools	What Craneware tools do you already have?

Future Tools Exploration	Are you interested in any other Craneware tools?
Current Processes	Describe your current processes that could be improved.
Future Processes Exploration	Describe areas you will explore at the Summit, either with Craneware staff or with other Craneware clients.
Industry Trends	What industry trends are of interest to your facility? Match those with any outlined in the current agenda.