

## Attendee Justification Tool Kit

### An ROI Guide to AFPM's Operations & Process Technology Summit

Are you interested in attending AFPM's Operations & Process Technology Summit and need to convince your boss? We want to assist you with the approval process. If you need to justify the expenses and provide backup to explain the ROI of attending, we have provided you with 5 simple steps to help build your case.

#### STEP 1:

Set three **personal goals** for attending the event that will benefit you and your company.

##### *Example Goals for Operating Companies:*

- Opportunity for me to see how reliability and maintenance operations elements can be innovated to enhance our facility's operations.
- Attend sessions led by subject matter experts that examine technical challenges, trends in technology, leadership, and strategy development.
- Explore possible solutions to "X" with vendors in the exhibit hall.

##### *Goals for Suppliers:*

- Opportunity for me to engage with nearly 800 industry professionals (potential customers and suppliers) over 3 days and nights which allows me to strengthen current relationships while building new ones.
- Opportunity to sit side-by-side in the sessions with decision-making professionals and gain insight on innovative ideas and trends.
- Allow me to engage with current and potential clients and service partners while exercising new strategies to solve my clients' challenges in revolutionary ways.

#### STEP 2:

We have provided a Costs Worksheet to assist with itemizing all the potential costs incurred while attending AFPM's Operations & Process Technology Summit. Registration fees are summarized below. The Costs Worksheet included in the justification toolkit lists all additional expenses such as travel, lodging, food, etc. that you may incur as well.

<i>Full Registration*</i>	By August 31	After August 31
Member OpCo/Exhibitor	\$725	\$825
Non-member Opco/Exhibitor	\$1,350	\$1,450

#### STEP 3:

Completing the Benefits Worksheet will help break down all the education sessions you plan to attend and the professionals with whom you plan to meet and network.

#### STEP 4:

Use this template to create a customized cover letter which can be attached to your costs and benefits worksheets and provided to your boss.

#### STEP 5:

Use this template to create a post-event report for your management outlining all you have gained from attending The Summit.

Good luck with your presentation!