

Attendee Justification Tool Kit An ROI Guide to AFPM's Reliability & Maintenance Conference & Exhibition

Are you interested in attending AFPM's Reliability & Maintenance Conference and Exhibition 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 real-life case studies, 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 1,000 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 Reliability & Maintenance Conference and Exhibition. 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 April 12	After April 12
Member OpCo/Exhibitor	\$750	\$850
Non-member Opco/Exhibitor	\$1,400	\$1,500

STEP 3:

Completing the Benefits Worksheet will help break down all of 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 RMC19.

Good luck!



COVER LETTER TO SUPERVISOR

Date

Dear **Name**,

I would like to attend the 2019 AFPM Reliability & Maintenance Conference and Exhibition, May 21 – 24, 2019 in Grapevine, TX. The conference will enable me to attend a number of education sessions that are directly applicable to my work and will allow me to network with a variety of experts and colleagues from around the world.

Many of the presentations are tailored and will provide me with tools to reduce costs, improve reliability by learning from case studies, and provide opportunities for small group discussions broken down into subtopics on maintenance, reliability, mechanical integrity, and turnarounds. In addition, the exhibition will offer a diverse marketplace in which I can identify new products, potential partners, and find valuable resources for solving plant problems and improving performance. I am seeking approval for registration fees, travel expenses to the conference and hotel accommodations during the event. A detailed cost breakdown is included below.

After reviewing the conference program, I have identified a number of education sessions and have listed those on the attached worksheet. The presentations are facilitated by both industry experts and colleagues who have faced similar challenges. I chose each presentation because it directly relates to an issue we currently face.

The full price conference fee is **\$xxx.xx**, but can be reduced by registering before the early discount deadline of April 12, 2019. My estimated costs for attending the conference, including registration, airfare, hotel, and other expenses is **\$xxxx.xx**.

Upon my return from AFPM's Reliability & Maintenance Conference and Exhibition, I will plan to report on how I will be able to apply what I learned. I will tie these learnings to our organizations short-term and long-term goals, budget, and strategic plan. I assure you that by attending this event, I will provide added value to our company.

Sincerely,

Step 1:**OBJECTIVES WORKSHEET**

I plan to achieve the following three objectives:

(Example for Operators – I plan to take back three innovative and trending ideas to implement in plant. Example for Suppliers – I plan to make at least three connections with decision makers that could lead to new business.)

Objective 1	
Objective 2	
Objective 3	

Step 2:**COST WORKSHEET - Member**

Category	Cost
Registration: The registration costs \$850.00 , but can be reduced to \$750.00 by registering before April 12	\$750.00
Flight: Covers round-trip airfare from location to location .	\$
Hotel Accommodations: AFPM offers discounted hotel rooms. Rate is \$192.00. Hotel cutoff is April 12, 2019.	\$
Local Transportation Estimate or Mileage Cost/Parking/Toll Estimate: Car rental, taxis, or other estimated transportation costs while in Grapevine, or estimated reimbursement of miles, parking fees, and tolls if self-driving. Taxi from airport to hotel ~\$25 one-way.	\$
Food Per Diem: The registration fee includes a continental breakfast on Wednesday, Thursday, and Friday; lunch on Wednesday and Thursday; heavy reception food on Tuesday and Wednesday, helping to reduce meal expenses	\$
TOTAL ESTIMATED COST: \$	

COST WORKSHEET – Non-Member

Category	Cost
Registration: The registration costs \$1,500.00 but can be reduced to \$1,400.00 by registering before April 12 .	\$1,400.00
Flight: Covers round-trip airfare from location to location .	\$
Hotel Accommodations: AFPM offers discounted hotel rooms. Rate is \$192.00. Hotel cutoff is April 12, 2019.	\$
Local Transportation Estimate or Mileage Cost/Parking/Toll Estimate: Car rental, taxis, or other estimated transportation costs while in Grapevine or estimated reimbursement of miles, parking fees, and tolls if self-driving. Taxi from airport to hotel ~\$25 one-way.	\$
Food Per Diem: The registration fee includes a continental breakfast on Wednesday, Thursday, and Friday; lunch on Wednesday and Thursday; heavy reception food on Tuesday and Wednesday, helping to reduce meal expenses	\$
TOTAL ESTIMATED COST: \$	

Step 3:

BENEFITS WORKSHEET

Action	Benefit
Attend General and Tech Talk sessions. See sessions listed below.	Learn through experience with our case studies where operators share their experiences in overcoming problematic issues within their operations with plenty of opportunities for discussion among the attendees.
Attend breakout discussion sessions based on topic tracks. See sessions listed below.	Subject Matter Experts provide a starting point for a small group discussion of high priority issues. Each session will break down into subtopics: Maintenance, Mechanical Integrity, Turnaround, and Reliability.
Create a list of all operating company and supplier contacts I plan to meet with based on the registration list. See contacts listed below.	I will network with these contacts to discuss best practices or prospect for business.
Attend AFPM's Reliability & Maintenance Conference and Exhibition.	As an operating company or supplier, I will be provided with a marketplace full of networking, tools, ideas, education and demonstrations for the refining and petrochemical industry professional.

SESSIONS AND CONTACTS

I plan to attend the specified sessions listed below. These sessions will assist me in achieving my goals set in my objectives, gain insight from veterans in the industry, meet and network with industry professionals while learning new best practices and tools to bring back to the office and apply right away. (List all sessions you plan to attend as well as the session learner objectives, speaker and indicate how the session will benefit you or your organization.)

Session Title	Expected Benefit
Session 1	
Session 2	
Session 3	
Session 4	
Etc.	

Contact/Vendor List	Expected Benefit
Contact 1	
Contact 2	
Vendor 1	
Vendor 2	
Etc.	



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2019 AFPM Reliability & Maintenance Conference and Exhibition Post-Event Report

Attendee Name	
Attendee Title	
Department	
Event Summary	AFPM's Reliability & Maintenance Conference and Exhibition is the premier refining and petrochemical industry opportunity designed to showcase products and services, provide innovative education and create networking environments for business success.
Event URL	https://www2.afpm.org/forms/meeting/Microsite/RMC19,0
Goals Met <i>Identify specifically what was brought back to the organization relevant to your business goals as payback for conference investment.</i>	
1	
2	
3	

Cost Summary

	Budget	Actual
Registration Fee	\$	\$
Flight	\$	\$
Hotel	\$	\$
Transportation	\$	\$
Meals	\$	\$
TOTAL	\$	\$

Convention ROI

Please reference the sessions you attended and the notes you took onsite. Insert additional session fields as needed by copying and pasting table.

Session Title and Presenter	
Session Summary	
Major Takeaways	
Action Items Identified	
Estimated Impact	

Networking ROI

Please reference the notes you took onsite for your networking opportunities. Insert additional briefing fields by copying and pasting table.

Name/Title/Company	
Discussion Focus	
Discussion Summary	
Major Takeaways	
Action Items Identified	
Estimated Impact	

Business Relationships

Include contact information for all presenters, customers, exhibitors and attendees that would be useful for your company to contact post-event to address your business priorities. Insert additional contact fields by copying and pasting table.

Name:	Contact Details:
Description	

Exhibitor ROI

List vendor solutions that you researched onsite for post event follow-up that align with business priorities. Insert additional vendor fields by copying and pasting table.

Exhibitor Name:	
Solution of Interest:	
Contact Name:	Contact Details:
Description	

Summary

Outline additional details on the ROI value to you and your company. In your summary, we suggest offering to train others on what you learned and include the date/time of your planned briefing in the space below.