



## HFES 64<sup>th</sup> International Annual Meeting Justification Toolkit

Social distancing doesn't mean that you have to put your professional development on hold! We are here to help you develop a strong justification for attending the educational programming from the comfort of your home/office. Use the tools in this kit to explain how attending the first-ever - *virtual* [64th Annual Meeting](#) will be a smart and cost-efficient investment in you by your organization.

### Focus on the Bottom Line

When resources are tight, focus on the bottom line: costs vs. benefits. This worksheet will help you determine the full cost of attendance and identify the benefits you and your organization will gain from moving to virtual. Customize the justification letter on the last page to help you draft a formal (and persuasive) request for funding.

Creative solutions can help you get your request approved. Consider these options:

- Before meeting with your supervisor, prepare a plan that shows who will cover your duties while you attend the Annual Meeting.
- Offer to prepare and deliver a short presentation and Q&A session for your colleagues to share what you learned. This way, your coworkers will also benefit from your attendance.

[Contact](#) HFES if you need additional information or support when drafting your request. We look forward to your participation!

## Step 1: Determine the Costs

With HFES moving to virtual, you eliminate the need for travel and a hotel, so the only cost you incur is the cost of registration. Take advantage of the savings and focus on the benefits of expanding your knowledge within the HF/E industry. Use this worksheet to estimate the total cost of your attendance.

### Registration Rates for the Annual Meeting

|                                      | Advantage Pricing (By August 31) | Regular Pricing (After August 31) |
|--------------------------------------|----------------------------------|-----------------------------------|
| <b>General Admission</b>             | \$495                            | \$595                             |
| <b>HFES Members</b>                  | \$395                            | \$495                             |
| <b>HFES Student Members</b>          | \$99                             | \$99                              |
| <b>Emeritus Member</b>               | \$99                             | \$99                              |
| <b>Transitional Associate Member</b> | \$175                            | \$225                             |
| <b>Student Non-Member</b>            | \$145                            | \$145                             |

### Registration Fees for Virtual Workshops

#### Half Day Workshops

|                                       | Advantage Pricing (By August 31) | Regular Pricing (After August 31) |
|---------------------------------------|----------------------------------|-----------------------------------|
| <b>General Admission</b>              | \$150                            | \$175                             |
| <b>HFES Members</b>                   | \$100                            | \$115                             |
| <b>Transitional Associate Members</b> | \$85                             | \$100                             |
| <b>HFES Student Members</b>           | \$45                             | \$65                              |
| <b>Student Non-Members</b>            | \$65                             | \$80                              |

#### Full Day Workshops

|                                       | Advantage Pricing (By August 31) | Regular Pricing (After August 31) |
|---------------------------------------|----------------------------------|-----------------------------------|
| <b>General Admission</b>              | \$200                            | \$225                             |
| <b>HFES Members</b>                   | \$175                            | \$200                             |
| <b>Transitional Associate Members</b> | \$115                            | \$150                             |
| <b>HFES Student Members</b>           | \$99                             | \$125                             |
| <b>Student Non-Members</b>            | \$125                            | \$150                             |

## Step 2: Outline the Benefits

When displaying the benefits of the virtual educational activities, focus on what you will bring back to your organization as a return on their investment in you and your participation at this meeting. Use the [schedule](#) on the HFES website to answer these questions:

- Which sessions have particular relevance to the work you do?
- Which sessions can teach you a skill and/or help your team overcome current or future challenges?
- Are there any speakers your organization would benefit from hearing or working with?
- How can networking open doors for your organization? Could the people you e-meet help your department achieve its goals?
- What value could you get from discussions with others?

When considering these questions, keep these tips in mind:

- List the sessions you plan to attend and explain how they will impact you, your department, and your company, institution, or agency.
- Clearly make the connection between your organization's needs and the benefits you are identifying.
- If the budget approver is outside of your department, don't assume they understand your department's goals or any technical terms. Spell out the impact for them.
- Passion is the best persuasion technique – let yours shine through in your letter.

### Step 3: Draft Your Justification Letter for the International Annual Meeting

Below, you'll find a "justification letter" template — a letter to your supervisor explaining all of the benefits you'll get from attending the Annual Meeting, how it will make you a better employee, and help advance your organization.

This general template will get you started while allowing you to customize it to you and your organization's particular needs.

Dear < **approver's name** >,

I would like to attend the Virtual [64th International Annual Meeting](#) hosted by the Human Factors and Ergonomics Society, taking place October 5 – 9, 2020. This virtual meeting offers 600+ cutting-edge technical presentations, including interactive workshops, expert keynote sessions, and diverse panel discussions.

This evidence-based event will enable me to attend a number of educational sessions that are directly applicable to my work. I will gain insights into the latest HF/E research, with the majority of the content tailored to follow the interests of the society's 26 diverse technical groups. I will be able to attend interactive workshops that will take a deep dive into important HF/E topics and engage in opportunities with authors during presentations in a live Q+A. I will expand my networking opportunities through an expansive virtual Expo Hall where I can meet key industry partners and build connections that will help both our organization and my career.

Presentation topics range from < **list relative topic** > to < **list another relative topic** >, and I am confident that the education and skills that I gain will be directly applicable to my work. After carefully reviewing the [meeting program](#), I have identified a number of key sessions that I would like to attend:

- **Session 1 and how it will benefit you, your department, and your employer**
- **Session 2 and how it will benefit you, your department, and your employer**
- **Session 3 and how it will benefit you, your department, and your employer**

Getting the information at a virtual educational activity will greatly reduce the research time and costs that <**your organization's name**> would normally incur around these topics. I have only listed some of the sessions that I will attend. Including them all would make this request much too long.

In order to attend the meeting and gain these benefits, I am seeking sponsorship of < **total amount you need** > for the following expenses:

Registration: <\$xxx>

With no travel or lodging expenses, the opportunity for me to develop a network of colleagues and to gain knowledge in specific areas makes my participation at the Annual Meeting a wise investment that will yield rich dividends for our organization. Please let me know if you have any questions, or would like more information on the Annual Meeting.

Sincerely,

< **your name here** >