

## TIPS AND RESOURCES TO SUPPORT YOUR ATTENDANCE

### COMMUNICATE VALUE AND SHOWCASE ROI

This toolkit is designed to provide helpful resources as you plan your attendance at the upcoming SHFM National Conference. It provides an easy template for framing the overall value proposition, sharing the benefits of attendance and communicating the importance of conference to your broader organization. SHFM provides an opportunity for business knowledge and industry networking you can't afford to miss!

### HERE ARE SOME TIPS FOR OPENING THE DIALOGUE:

- **Plan your top takeaways** before you even register for the National Conference. Having a solid plan for your participation at the conference helps you get the most out of your attendance.
- **Share the knowledge you gain and the ROI.** When you return, convey the information you gathered at conference with your colleagues.
- **Review the following expenses worksheet** where rates are listed to see if you qualify for special discounts. Register on or before September 16, 2022, to qualify for the early registration rate.

## STEP 1 KEY CONFERENCE BENEFITS

To be most effective in justifying the conference, you need to clearly articulate the connection between your organization's requirements, the conference program, and relationship building opportunities. Do not assume your manager will be able to automatically make those distinctions. To support this process, use the following to help you focus on the key benefits. *It's all in the selling!*

- **Exceptional Educational Sessions:** Hear stimulating keynote perspectives and participate in unique general and breakout sessions.
- **Unparalleled Relationship Building:** Network face-to-face with other industry professionals, operators and suppliers from around the country.
- **Business Opportunities:** Set appointments in advance with potential customers and look for new business opportunities with potential customers you will meet at the conference.
- **Innovative Products & Services:** Explore tools, technologies and processes and how to apply them to improve company offerings, products, workflow and more!
- **In Addition:** Identify benefits specific to your organization based on the conference program.

# STEP 2

## CALCULATE OVERALL CONFERENCE EXPENSES

### UNDERSTANDING YOUR CONFERENCE EXPENSES

Calculating conference expenses requires a little more than just looking at the registration fee. Use the following Expenses Worksheet to develop a cost estimate for attending conference. We have included some of the information to get you started. When presenting this information to your manager, be sure to emphasize the value and all the benefits that are included for an informed decision about the ROI.

### EXPENSES WORKSHEET

Enter your customized information in the writable fields under amount.

ITEM	FEE	SUM
Registration*	\$925 (SHFM Member Early Registration) \$1,025 (SHFM Member Registration) <hr/> \$1,125 (Non-Member Early Registration) \$1,225 (Non-Member Registration)	\$
Flight		\$
Sheraton Denver Downtown Hotel	\$276.64 per night (includes tax and fees) X # of nights	\$
Transportation to Hotel (Taxi)	\$70 from Denver International Airport	\$
Transportation from Hotel (Taxi)	\$70 from Denver International Airport	\$
Mileage Reimbursement	Driving to conference or to the airport? Distance X 58.5 cents/mile (IRS standard for 2022)	\$
Parking Reimbursement at Hotel	\$45 per day for self-parking \$54 per day for valet parking	\$
Food Reimbursement**	Most, but not all, meals are included in the price of the conference.	\$
<b>TOTAL</b>		<b>\$</b>

\*Must register on or before **September 16, 2022**, to qualify for this early registration discount.

\*\*Conference attendees receive a reception on Monday & Wednesday evenings, breakfast and lunch on Tuesday and Wednesday and a banquet on Tuesday evening. All of these meals are included in the registration fee.

**EXPERIENCES, NETWORKING  
AND OPPORTUNITIES AT  
SHFM CONFERENCE = PRICELESS!**

## PREPARE YOUR ELEVATOR PITCH

“The Society for Hospitality and Foodservice Management is an industry association focused on the professionals who manage corporate foodservice and workplace hospitality. Attending their conference will help our organization stay current with service trends and industry benchmarking. As the world evolves, this is a critical year to monitor innovations and best practices to keep our company efficient and ahead of the curve.”



### SAMPLE JUSTIFICATION EMAIL

Dear <manager's name>,

I know how much our organization values innovation and efficiency. One of the ways I can contribute to this focus is through industry education — and that's why I'd like to attend the 2022 SHFM National Conference.

This is the premier event for workplace hospitality professionals. The conference will take place at the Sheraton Denver Downtown Hotel, in Colorado, October 17-19, 2022. It provides industry-specific education sessions that are directly applicable to my work. Many of the presentations are tailored to < your profession > professionals and give information on how to < list benefits to your responsibilities >.

I have already identified several sessions that will give me better insight into how we can improve our processes. Getting the information in a seminar format will also greatly reduce the time and costs < your organization's name > would normally incur in researching the topics. < You will need to insert the session descriptions which most apply to your responsibilities. >

At this conference, I am also planning to meet with <list customers and colleagues> and will have an opportunity to renew or sign new contracts with them. In addition, I will be able to sell our company's services to a number of potential clients, including <list>, and I'm looking forward to networking with industry leaders from around the country.

< All registration fees are listed below. The travel costs vary as well and should be changed to reflect your costs. >

As an SHFM member, the full price conference fee is \$1,025 but can be reduced to \$925 by registering before September 16, 2022.

Here is the breakdown of conference costs:

- Roundtrip Airfare: <\$xxxx>
- Ground Transportation: <\$xxxx>
- Hotel: \$276.64 per night = <\$xxxx>
- Meals: <\$xxxx>
- Conference Fee: \$1,025 (\$925 before September 16, 2022)

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

This is a valuable investment in developing better contacts and gaining knowledge in specific areas of < your profession >. And don't worry — in my absence, I've arranged key responsibilities to be covered by < person(s) covering >.

Thank you in advance!

< your name here >