



E-ATP 2022 ROI TOOLKIT

Letter for Your Leadership

Below is a template for you to use to create a letter to present to your leadership to ask for approval to attend the virtual 2022 E-ATP Conference.

Dear <enter name>,

I would like to attend E-ATP's 2022 conference, *E-ATP > The European Home for Assessment*, virtually on 11-13 October. I believe that attending this conference will bring significant benefits to <your company or department>.

At E-ATP, I will be able to learn about <enter subjects>, which will help with the <insert current project>. I am also interested in exploring new tools and technologies as well as best practices and new business strategies to make our organisation more productive and competitive. I've attached a Benefits Worksheet that outlines specific sessions and other E-ATP opportunities that will benefit our organisation.

Here are some other tangible benefits to attending E-ATP <adjust to fit your situation>:

- **I'll help our company stay current with new trends and technologies.** I will join virtual sessions and discussions with fellow leaders in the assessment industry about building better and more equitable testing experiences.
- **I'll make connections.** I will network with peers to understand how other organisations are handling common issues. I may be able to find new opportunities, joint venture partners, subcontractors, or new employees who can enhance our business.
- **I'll learn new skills and share them with my coworkers.** I will make a concerted effort to share what I learn at E-ATP. I plan to <insert plan>.

Attending E-ATP 2022 will cost approximately <insert cost from worksheet>. This includes all conference sessions, materials and access to all session recordings following the conference. A breakdown of the costs associated with the conference is attached. Although it does cost money to attend E-ATP, I believe it is an investment worth making.

I respectfully request the opportunity to discuss my attendance at E-ATP with you. I invite you to attend E-ATP as well.

Thank you for your consideration.

Sincerely,

<Your name>

E-ATP Benefits Worksheet

Use this worksheet to list the benefits you will bring to your company by attending E-ATP's 2022 conference, *E-ATP > The European Home for Assessment*, virtually on 11-13 October. In the following table, replace the *italicized text* in the examples section with the content sessions you plan to attend or other opportunities that can help you enhance your skills as a professional and face the challenges of your industry.

2022 E-ATP Conference Benefits Worksheet

Benefit to <Name of Your Organisation>	Examples
Staying current with industry trends	Sessions to attend: <ul style="list-style-type: none">● XXXXXX● XXXXXX
Learn about groundbreaking disruptive technologies on the horizon such as biometrics, artificial intelligence, and machine learning as well as new techniques in test design and delivery	Sessions to attend: <ul style="list-style-type: none">● XXXXXX● XXXXXX
Hear about the new expectations of candidates towards assessment	Sessions to attend: <ul style="list-style-type: none">● XXXXXX● XXXXXX
Share what I learned with my team members	I commit to: <ul style="list-style-type: none">● <i>A presentation and debrief</i>● <i>Access to presentations online</i>● <i>Other</i>

Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2022 E-ATP > The European Home for Assessment taking place virtually. In the following table, insert your estimated amount for each item in the cost column.

Attendee: <insert name>

Expense	Information	Cost
Registration Fee	Check to determine if you qualify for Member discounts.	€ <insert amount>
Miscellaneous	Are there any other expenses associated with attending a virtual conference?	€ <insert amount>
TOTAL		€ <insert amount>