



Attendance Business Case & Impact Planner

Pre-, during-, and post-event worksheets for attendees, plus templates to help you build your case to attend.

JUSTIFICATION DASHBOARD FOR YOUR SUPERVISOR

Complete the following form to give to your direct manager/supervisor.

What is the cost of you attending the event?

Registration, hotel, travel, etc.

Who is going to be there?

What relationships will you gain? Is there business you can close?

Are there clients or influencers who will be there?

What differentiates this event? What are you getting here that you can't get somewhere else?

What answers can I find here for problems our organization is trying to solve?

List session names, speakers, exhibitors, etc.

Are there any testimonials from people who have attended in the past?

Check out ASAE on social media to see what people said about why they attend this event.

How will you value the experience of this event?

The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet, etc.

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TEMPLATE EMAIL TO YOUR SUPERVISOR

If you prefer to simply send your supervisor an email, we've formatted one for you.

Subject: Business Case for Attending [Event Name]

Dear [Supervisor's Name],

I'd like to request approval to attend [Event Name], as I believe it will deliver measurable value to our organization. Here's why:

Investment: Estimated cost is [insert registration, travel, and lodging costs].

Strategic Connections: Key attendees include [list clients, influencers, or industry leaders]. This is an opportunity to strengthen relationships and explore potential business opportunities.

Unique Value: This event offers [specific differentiators—sessions, speakers, exhibitors] that address challenges we're currently facing and provide insights we can't easily access elsewhere.

Solutions for Our Organization: I plan to attend sessions such as [insert session names] to find answers to [specific problems or goals].

Impact: The knowledge and connections gained will help us [state expected outcomes—solve problems, improve processes, close business, etc.].

I'm confident this experience will align with our priorities and deliver a strong return on investment. Please let me know if you'd like additional details or a follow-up discussion.

Thank you for considering this request.

Best regards,

[Your Name]

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FOR THE REGISTERED ATTENDEE: PRE-EVENT

You've invested time and resources to join this ASAE Signature Experience – make it count. Use this worksheet to set clear intentions and design the experience you want. Spend a few minutes mapping your goals and create a story that's uniquely yours.

What problems am I trying to solve?

What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

Who can I partner with to find solutions (other attendees/exhibitors)?

Here are three questions that I will ask during this event:

- 1)
- 2)
- 3)

What new experience will I seek out at this event?

Are there any other opportunities in the same city that I can leverage at this event (site visits, client/vendor meetings, cost savings by combining trip, etc.)?



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FOR THE REGISTERED ATTENDEE: DURING EVENT

You've invested time and resources to join this ASAE Signature Experience – make it count. Use this worksheet to set clear intentions and design the experience you want. Spend a few minutes mapping your goals and create a story that's uniquely yours.

How am I doing?

What are my key discoveries, solutions, and surprises?

What contributions have I made at this event?

If I'm not where I need to be, what do I need to do to get there?

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FOR THE REGISTERED ATTENDEE: POST-EVENT

Complete the following form to give to your direct manager/supervisor.

What are the tangible things that I am bringing back from this event?

Notes, business, process, industry partners, etc.

What relationships did I create?

Who do I need to follow up with and why?

What was my lightbulb moment—my one key takeaway?

What solutions did I find and how will I implement them?

What are resources I may need to implement my learnings?

How do I value my experience?

What's my best story from the event?