



Kissimmee, Florida

**ALA Annual
Conference
& Expo**

May 15–18

Gaylord Palms Resort
& Convention Center

**BUILD YOUR BUSINESS CASE
FOR ATTENDING #ALACONF22**

Where legal management professionals gather for
knowledge, networking and innovation.



ALAannualconf.org

How to Justify Attending the 2022 ALA ANNUAL CONFERENCE

You may be clear on the value of attending ALA's Annual Conference & Expo, however, securing funding from your firm or organization might require a little extra effort.

That's why we have put together this Justification Toolkit to help you build the business case for your approving manager to send you to Kissimmee, FL!

Three Steps for Getting Your Manager's Approval:

STEP 1: Identify Your Manager's/Firm's Motivations When Deciding Your Attendance. To justify your attendance, you'll need to convey the connection between the information and skill requirements of your firm, and the education on offer at the conference.

STEP 2: Quantify the ROI of Your Attendance. Before you can begin to justify the investment of attending the conference, you need to calculate the total investment.

STEP 3: Present Your Business Case to Attend in a Letter to Your Approving Manager. Now that you have thought about the direct benefits to your firm and the associated costs, write a letter to your approving manager to support your attendance.

Here's how attendees from ALA's 2021 Annual Conference & Expo benefited from being there:

"It was a really inspiring conference! I met great people during the networking time and gathered a lot of good leads for future business contacts as well as practical tips to take back to my firm to improve our practices."

Jacquelynn Avakian
IP Assistant and Drafting Supervisor,
Knobbe Martens Olson & Bear, LLP

"This was, hands down, the best week I've had in years. I didn't realize how much I had missed colleagues and business partners. Additionally, the sessions revived me. I came back to my firm ready to work, with motivation and a positive attitude."

Dawn Donham, CLM
Administrator
Worden Thane, PC

"For my first conference, I was really grateful for my experience. I'm walking away with a lot of brand-new ideas, potential growth opportunities and some new friendships."

Jamie Nichols
Administrator
Bonnitt Fairbourn Friedman & Balint, PC



Once you have approval to attend, here's how to register:

Call: 1-888-593-7243
Email: info@alaannualconf.org
Online: alaannualconf.org

STEP 1: Identify Your Manager's/Firm's Motivations When Deciding Your Attendance

Below are some questions your manager may have and suggested answers you could give.

When does the Annual Conference take place?

May 15–18, 2022 in Kissimmee, Florida

What is the Annual Conference?

ALA's Annual Conference & Expo is the leading event for the legal management industry, offering intensive learning, networking and discovery of the latest trends and technologies. There will be more than 60 sessions, a range of influential and thought-provoking speakers and over 200 leading vendors serving the business of law.

Who is attending and how will you leverage those connections?

ALA's Annual Conference & Expo will allow [me and/or specific team members] to network with legal management professionals from law firms across North America and business partners servicing the industry. We will be able to take the pulse of what is happening in tools, technologies and processes and hear new ideas.

What are the practical benefits for your firm if you attend?

- » Proven strategies and tactics to stay ahead of the curve
- » Actionable information from top leaders in the industry on emerging trends and ideas
- » Information on the latest solutions from the expansive Exhibit Hall
- » Important connections with colleagues and business partners
- » Certification and accreditation hours from most educational sessions

Benefits Worksheet

Use the following worksheet to help you focus on how your attendance will meet your firm's current needs.

| Your firm's current need | How attending ALA's Annual Conference & Expo will help meet that need |
|--|---|
| Improve the legal management team's capabilities | Over 60 conference sessions covering actionable information from thought-leaders and industry peers. Certification and accreditation hours available. |
| Gain insight into how other law firms are addressing obstacles | Over 17 hours of networking events that allow important connections to be established and developed with industry colleagues and business partners. |
| Evaluate new products and services serving the business of law | Over 200 top vendors will showcase in the expansive Exhibit Hall. |

Now it's your turn! Use the table below to enter current needs unique to your firm

| Your firm's current need | How attending ALA's Annual Conference & Expo will help meet that need |
|--------------------------|---|
| | |
| | |
| | |
| | |
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| | |

STEP 2: Quantify the ROI of Your Attendance

Before you can begin to justify the investment of attending the conference, you need to calculate the total investment.

The hotel reservation portal is NOW OPEN! For best rates, **reserve your room** by April 22, 2022.

Financial Considerations Worksheet

| Day | Sunday 5/15/2022 | Monday 5/16/2022 | Tuesday 5/17/2022 | Wednesday 5/18/2022 | Total |
|--|---------------------|---------------------|----------------------|------------------------|-------|
| Expense | | | | | |
| Conference Registration Fees | \$ | \$ | \$ | \$ | \$ |
| Transportation (Air, Train, etc.) | \$ | \$ | \$ | \$ | \$ |
| Hotel (Gaylord Palms Resort & Convention Center, Kissimmee, Florida) | \$ | \$ | \$ | \$ | \$ |
| Ground Transportation (Shuttle, Uber, Taxi, etc.) | \$ | \$ | \$ | \$ | \$ |
| Meals (Full conference registration includes three breakfasts, lunches and receptions, and Wednesday dinner) | \$ | \$ | \$ | \$ | \$ |
| Misc. (Baggage Fees, Housekeeping Tips, etc.) | \$ | \$ | \$ | \$ | \$ |
| Daily Total | \$ | \$ | \$ | \$ | \$ |

Note: Don't forget to include costs if you extend your stay before or after the conference.



Worry-Free Registration

Be sure to communicate the worry-free registration details so your firm can feel more comfortable securing your place knowing that the investment won't be lost should in-person attendance no longer be possible for you due to the pandemic. [Learn more](#) about worry-free registration.

Safety Measures

We have implemented health and safety requirements to ensure the safety of all in attendance. All Annual Conference participants will be required to provide proof of a negative COVID-19 test administered no more than 48 hours prior to entry. Proof of full vaccination against COVID-19 will be accepted in lieu of a negative COVID-19 test. We will continue to closely monitor public health guidance in addition to local, state and federal laws and will provide further information as needed.

STEP 3: Present Your Business Case to Attend in an Email to Your Approving Manager

Now that you have thought about the direct benefits to your firm and the associated costs, below is a letter that you can customize and use to support your attendance.

Re: ALA's 2022 Annual Conference & Expo – May 15–18, Kissimmee, FL

Dear [APPROVING MANAGER'S NAME],

I respectfully request your approval to attend ALA's 2022 Annual Conference & Expo taking place May 15–18 in Kissimmee, FL. Below I have outlined the direct benefits to [COMPANY/DEPARTMENT NAME] that I think my attendance would bring.

ALA's Annual Conference & Expo has earned a reputation as the leading industry event for legal management professionals featuring intensive learning, networking and discovery of the latest trends, technologies and developments in our industry.

The educational program has 60 in-depth presentations and panel discussions led by influential and thought-provoking speakers. In addition, 200-plus leading vendors serving the business of law will be showcasing their products and services in the exhibit hall. I am particularly interested in attending [TRACK/SESSION NAMES], which are especially relevant to my work in [AREA OF SPECIALITY].

I have reviewed the exhibitor list, and there are several vendors that I plan to visit in the Exhibit Hall, including [EXPAND ON VENDORS YOUR ORGANIZATION WILL BE EVALUATING.] Meeting these vendors will help us evaluate the latest offerings that could help move our firm forward and help it run more efficiently.

ALA's Annual Conference & Expo also offers solutions to immediate challenges that [COMPANY/DEPARTMENT NAME] is facing that I have identified below:

[INSERT BENEFITS WORKSHEET TABLE HERE]

I appreciate that my attendance represents an investment of time and money. Below you will find a breakdown of expected costs and my plan for keeping expenses to an absolute minimum:

[INSERT BUDGET WORKSHEET HERE]

Given the pandemic, ALA is offering worry-free registration this year. Meaning that we can secure a place now and be assured that our investment won't be lost should in-person attendance no longer be possible for me due to COVID-19. Details are outlined at alanet.org/events/2022-events/annual-conference/register-now/#worry.

ALA has also implemented health and safety requirements to ensure the safety of all in attendance. Proof of full vaccination against COVID-19 will be accepted in lieu of a negative COVID-19 test. All Annual Conference participants will be required to provide proof of a negative COVID-19 test administered no more than 48 hours prior to entry.

Please note that **advance registration pricing ends February 25, 2022**. In order to take advantage of the early bird discount, I would greatly appreciate your response by <insert date>.

Thank you in advance for your consideration. Please let me know if you have any questions.

Sincerely,

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