

2020 Private Practice Connect — Rationale Letter

Please customize for your specific situation.

Dear <Insert supervisor's name>,

I would like your approval to attend ASHA's Private Practice Connect conference from July 10-12, in Dallas, Texas. Designed specifically for SLPs in private practice like me, this conference offers amazing learning and networking opportunities that would be very beneficial to my professional development and <Insert organization name>.

Here's what makes attending this conference such a valuable investment:

- 1. Relevant, highest-quality education.** I will be able to choose from more than 80 curated, handpicked sessions and hear from an impressive group of invited speakers. These sessions will cover topic areas that affect our clients every day, such as [insert a sampling of topics of interest to you].
- 2. Three specialized conferences, one location.** Private Practice Connect is co-located with Schools Connect and Health Care Connect, giving me the unique opportunity to explore relevant topics from new perspectives.
- 3. Unparalleled networking.** I can meet and connect with more than 1,100 SLP peers and build lasting relationships with people who can continuously offer insight into my daily work.
- 4. ASHA CEUs.** I will further my professional development and earn a large chunk of the ASHA CEUs I need to maintain my certification and state license.
- 5. Solutions in the Exhibit Hall.** I will have the opportunity to meet representatives from leading companies and organizations and find products and services that can help me in my work with our clients.

The conference is just 2½ days long and is over a weekend, so I won't miss much work. When I return, I will be able to share the knowledge I've gained with colleagues, administrators, and families in our practice.

I've provided a breakdown of approximate costs to attend this conference, as well as a worksheet that indicates our organization's current needs and how attending this event can help meet these needs. To cut down on costs, I can register before June 5 to receive the early bird rate. Also, the official hotel for this conference, the Sheraton Dallas Hotel, is offering an ASHA-negotiated low rate.

I hope you will agree that my attendance at this conference is an excellent use of resources and will provide a great return on investment for our organization. Thank you for your consideration.

Best regards,
<your signature>

Make the Case

Complete the following form and share it with your supervisor.

What is the cost of you attending this conference?

Registration, hotel, travel, etc.

Who is going to be there? Any key influencers?

What relationships will you gain? Are there meaningful connections you can make?

What makes this conference stand out?

What are you getting here that you can't get elsewhere?

How can this conference help solve the problems you or your organization face?

Session topics, speakers, exhibitors, etc.

How will you value the experience?

The answers you are looking for, the connections you will make, the ASHA CEUs you will earn, etc.

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List at least five sessions (with speaker names) you are likely to attend.

1.

2.

3.

4.

5.