

# How to Justify Attendance to the 2018 LMASE Regional Conference



If you need to justify the costs and time out of the office to attend the 2018 LMASE Regional Conference, then this guide is for you.

This guide will assist in building a solid business case and proactively answer questions that your approving manager/firm may have about the purpose and value of this event.

In three easy steps, you can clearly and succinctly provide the information that your manager may need to feel confident that your attendance will be an excellent use of time and resources and help achieve your firm's goals.

Here's a quick overview of each step:

**STEP 1:** Identifying your manager's/firm's motivations when deciding your attendance

**STEP 2:** Quantifying the benefits and ROI of your attendance

**STEP 3:** Summarizing your business case for attendance in a letter to your firm



## Maximize the Benefits of Attending by Registering Your Team!

### Group Booking Discounts

- A group of three (3) receives a 5% conference discount
- A group of four (4) or more receives a 10% conference discount\*
- All participants must be from the same company and must book together in one transaction

\* Group booking discounts apply to the conference only fee and do not include pre-conference programs. To receive your discount code, email [lmaseboard@gmail.com](mailto:lmaseboard@gmail.com)

# STEP 1: Identifying Your Manager's or Your Firm's Motivations When Deciding Your Attendance



Although you understand the benefits of attending the regional conference, your firm may not. To effectively justify your attendance, you will need to articulate the connection between your firm's knowledge and skill requirements and how attending can help you meet those needs. Below are some questions your manager may have and suggested answers you may give.

## ***What is the conference about?***

The LMASE is the oldest and largest region within the LMA community with one of the largest regional conferences. More than 200 legal marketers from small to large law firms, along with the preeminent service providers, will attend to learn about changes in the industry, identify solutions to current challenges and uncover opportunities to meet their firm's goals.

## ***Who will you meet there and what is the benefit of these connections?***

This is a key event. I will meet industry peers at all levels in their careers, from CMOs to specialists. There will be 20+ law firms in attendance of various sizes and from across the country. That's a large pool of experiences, ideas and solutions I will be able to tap into — both during and after the event. In addition to law firm colleagues, there will be a wide variety of solution providers in attendance giving me the opportunity to evaluate new products and services and stay on the cutting edge.

The connections I make during the conference with colleagues from different firms and backgrounds will be a valued resource to me and our firm.

## ***What are the practical benefits for the firm if you attend?***

I will learn about case studies and strategies to differentiate the firm in a changing market landscape, discover alternate ways to drive business development and gain access to the latest marketing technology advancements. This knowledge will allow me to advise the firm on ways in which to create business opportunities in the future.

## ***How will the firm's reputation benefit from you attending the conference?***

Beyond bringing vital information back to the firm, by attending I will also be a representative for the firm and ensure that we are increasing brand awareness.

In addition, use the following Benefits Worksheet to help you and your firm focus on the specific benefits of the conference based on current needs. The following are some examples:

## Benefits Worksheet

Your Firm's Current Need	How Attending the 2018 LMASE Regional Conference will Help Meet That Need
To extend the ROI of our marketing activities	
To learn directly from other firms how they are effectively marketing themselves and how we differ from them	
To generate new business	
To position ourselves as "thought leaders"	
To gain ground on our competitors	
To evaluate new trends in legal marketing/marketing technology	

# STEP 2: Quantifying the Benefits and ROI of Your Attendance



Before you can begin to justify the investment of attending the conference, you need to calculate the total investment. To do so, you can use the following Investment Worksheet.

## Investment Worksheet

Expense	Tips	Cost
Conference Registration	Discounted pricing expires June 29, 2018	\$
Pre-Conference Program Registration	Intensive and specific learning opportunity	\$
Electronic Conference Materials	Materials that can be referred back to post-conference	Included
Flight	Try a web travel service to get a quick estimate	\$
Lodging	Discounted hotel rooms at the Hyatt Regency are available from \$179 + tax/night	\$
Transportation: Airport to/from Hotel	Taxi? Uber? Car rental? Super Shuttle?	\$
Food Per Diem	Conference fee includes breakfast, lunch, snacks and cocktail receptions with hors d'oeuvres, and one evening meal.	\$
<b>Subtotal</b>	\$	
<b>Number of employees attending</b>		
<b>Subtotal x Number of Employees = TOTAL</b>	\$	

# STEP 3: Summarizing Your Business Case in a Letter to Your Firm



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: 2018 LMASE Regional Conference — September 26-28, 2018 | Hyatt Regency | Greenville, SC**

Dear [INSERT NAME],

I would like you to approve my attendance for the above-mentioned conference. I have outlined below the direct business benefits to the firm from my attendance. If anything needs clarification or elaboration, please let me know and I will be happy to provide additional detail.

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

The LMASE Regional Conference is an important gathering for the southeast legal marketing and business development community and is an opportunity for me to learn from thought leaders across the country.

This year's event is especially important because in times of change, we need to learn how to best respond.

Below, I've outlined some of the immediate challenges that we're facing, and how this conference can help us find actionable solutions.

## Benefits:

[INSERT INFORMATION PERTINENT TO YOUR FIRM FROM STEP 1]

## What Our 2017 Attendees Say About Their Experience:

*"I love this conference - the size, the programming, the networking. It's just terrific."*

*"Many thanks for a great event! They are getting better and better!"*

*"We had a great experience at the conference – LMASE gets an A+ score as far as we're concerned. The sessions were very informative, the membership was very welcoming, the hotel was fantastic (good food, good location, good interior space, good service), and the organization was top notch. I am already looking forward to Greenville!"*

*"One of the best [conferences] I have attended."*

*"I specifically wanted to get the most out of two particular sessions, and they did not disappoint. Everything else was a bonus."*

*"Stellar lineup of content and speakers."*

## Full Post-Conference Report:

Upon my return I will provide you and the team with a full post-conference report/meeting outlining the specific lessons learned and my recommendations.

## Investment:

The cost breaks down as follows:

Conference registration*	\$	Lodging	\$
Pre-conference program registration*	\$	Evening meals	\$
Materials fees	\$	Transportation to/from hotel	\$
Flight	\$	TOTAL	\$

\*Conference registration fee includes conference materials, breakfasts, lunches, an evening meal, and conference receptions.

I believe that the specific benefits to us of my attendance at this year's conference represent an appropriate use of our training budget. I am confident that my attendance will pay dividends and I will work tirelessly to ensure they do.

I very much appreciate your consideration of my request. If you require any further information at this stage, please let me know.

Sincerely,