



Attendance Justification Toolkit

This toolkit includes:

- ✦ [General Tips](#)
- ✦ [Reasons Why Your Firm Should Send You to the 2016 TLOMA Conference](#)
- ✦ [How to Justify Conference Attendance](#)
- ✦ [Sample Expense Worksheet](#)
- ✦ [Sample Cost Benefit Worksheet](#)
- ✦ [Sample Justification Letter](#)



General Tips

Things to consider that will help justify your travel and meeting expense:

- Check out the registration page and determine the various rates listed and see if you qualify for any discounted rates. Be ready to present the exact amount.
- Focus on specific benefits/value that you will bring back to your office as a return of investment.
- Share your experience. Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your office.
- Share relevant meeting materials to colleagues that will benefit from the handouts and other learning materials from the meeting.
- Prepare a plan that will show your supervisor who will cover for you and how your workload will be handled while you are attending the meeting.

Reasons why your employer should send you to the 2016 TLOMA Conference

Why Attend the 2016 Conference!

1. **Peer-Driven Programming:**
The Conference Committee is comprised of nine law firm management members who have developed the educational program based on topics and trends identified by their peers.
2. **Quality Educational Sessions:**
With educational speakers covering all areas of administration in a law firm – there is something for everyone at TLOMA's 2016 Educational Conference. Gain valuable information from top leaders on the hottest topics and return to your firm with new and improved knowledge and ideas.
3. **Value:**
With the tremendous support of our sponsors, we are able to offer competitive registration fees. The cost for TLOMA members to attend this 3 day conference is \$795 + HST – up to May 16th, 2016, and \$950 + HST thereafter. This includes all educational sessions, entrance to the Trade Show, meals and networking events. Travel and hotel expenses are additional but are at specially reduced group rates. Book early and save \$155!
4. **Return on Investment:**
Tap into the knowledge of fellow attendees and chat with our Business Partners. Many members have found the Conference to be a valuable source of information which can be used to save their firm money and more than justify the cost of attending.
5. **High-Energy Keynotes:**
The conference begins with impactful, inspirational keynote speaker **Amanda Lindhout**, *Kidnap Survivor, Best Selling Author & Humanitarian* and concludes with **Neil Pasricha**, the Happiness Expert and the bestselling author of *The Book of Awesome*.
6. **Experienced Speakers:**
The 2016 Conference agenda features inspiring speakers and topics. Start the conference with *The imperative of forgiveness* through the incredible story of Amanda Lindhout who on August



23, 2008 with members of her entourage were kidnapped by Islamist insurgents in southern Somalia and finish the conference on a happy note by listening to *Happier people, Happier organizations* by Neil Pasricha, an author and speaker characterized by his advocacy of positivity and simple pleasures. He is best known for his book, *The Book of Awesome*, which is a New York Times best seller.

This year, the conference is again packed with know how topics such as how to align the organizational brand with the personal brands; how to build effective team by transforming the way people communicate, connect and contribute; and learn about the current trends affecting the legal profession and what law firms are doing about it. Don't miss our workshops on How to motivate lawyers to make rain presented by David Ackert; how to protect your organizations from cyber-attacks presented by Source44 and how to develop a records retention program in 10 steps presented by Mary Trudell from Fasken Martineau DuMoulinLLP.

7. **Diverse Formats:**

Conference sessions will be presented in a number of different formats to meet a wide variety of learning styles. From discussions to panels and attendee-driven sessions, there is something for everyone.

8. **Multiple Networking Opportunities:**

Many attendees rate networking as the most important benefit of TLOMA conferences. We offer a number of settings in which to connect and network, and we allow enough time between sessions for you to share and discuss your newfound knowledge. Many of the connections with colleagues and business partners go beyond the Conference and become a source of support for our members.

9. **Business Partner Trade Show:**

Explore the Trade Show that will feature 50 plus key business partners from the legal market. Find market-ready solutions and services for your firm or department and discover the latest technologies that can result in greater efficiencies.

How to Justify Conference Attendance

- Expense or investment
- Return on Investment (“how much benefit/profit will your organization make relative to the expense it will incur, if your organization sends you to the meeting?”)

Understand Your Conference Expenses

- Complete an Expenses Worksheet to develop a cost estimate for attending the 2016 TLOMA Conference. See sample worksheet.



Expense	Notes	Cost
Registration Fee (take advantage of Early Bird Registration Fee until May 16, 2016 and save \$155)	Registration Fee includes: 1. all meals 2. all keynotes and workshops 3. Trade Show 4. all networking events 5. all materials	\$
Speakers' Publications	Books	\$
Accommodation	Number of nights; room rate; taxes; internet included	\$
Transportation Fees (Take the Conference bus for only \$60)	Conference bus or mileage if driving. Airfare (if applicable) Taxis/Car rental	\$
Food Per Diem	Included	\$
Miscellaneous reimbursable expenses (e.g., tips, etc.)		\$
	Sub Total	\$
Total number of employees attending #	TOTAL	\$

Understand and Identify the Benefits

List the most important benefits of attending the 2016 TLOMA Conference, such as:

- Applying for credits or continuing education credits and sharing information with colleagues
- Enhancing competencies that will allow you to make changes to improve processes and services at the law firm
- Networking opportunities to enhance knowledge base and to form connections for professional support
- Sharing your gained knowledge with others in the workplace
- Clearly outline specific aspects of the meeting and why it would be beneficial for you and your team/organization.

Session	Application to the Team/Organization
Opening Keynote Speaker – Amanda Lindhout – <i>Kidnap Survivor, Bestselling Author and Humanitarian</i> The Imperative of Forgiveness	
Law Firms in Transition - An Altman Weil Flash Survey	
Live up to the Line: Be the Brand. Live the Brand	



Session	Application to the Team/Organization
Building Effective Teams and Developing Effective Business Strategy	
1A – TBA	
1B – How to Motivate Lawyers to Make Rain	
2A – Target Attacks	
2B - How to Develop a Records Retention Schedule and Program in 10 Steps	
Closing Keynote – Neil Pasricha Be Happy	

Justification Letter

Sample Justification Letter template, explaining the benefits you will get from attending the 2016 TLOMA Conference, how the meeting will make you a better employee and help advance your team/organization:

Dear (Supervisor's Name):

I would like to request approval to attend the 2016 TLOMA Annual Conference from September 28 to October 1, 2016 at Niagara Hilton Hotel & Fallsview Casino Resort, Niagara Falls, Ontario.

The meeting will enable me to attend a number of educational sessions that are directly applicable to my work and will allow me to network with a variety of law office administrators, colleagues and business partners. My participation will allow me the opportunity to expand my knowledge and give me tools and resources to enhance my performance at [].

After reviewing the program brochure in detail, I have identified a listing of sessions that I feel are most relevant and would provide the most value to my professional growth at the firm.

I am seeking support of my attendance to this meeting, which would include the registration fees, travel expenses and accommodation expenses while at the meeting. A detailed cost breakdown is attached. I anticipate the total expense to be approximately \$ [].

The opportunity for me to enhance competencies and to establish connections with other law office administrators makes my attendance at the 2016 Annual TLOMA Conference a very valuable investment, and a benefit on both personal and professional levels.

Thank you for considering support of my attendance at this conference.

Sincerely,