



ASSESSMENT

for a **Better World**

April 27-29, 2021 | Join Us Online

2021 Innovations in Testing



ROI Toolkit



Letter for Your Leadership

Below is a template for you to use to create a letter to present to your leadership to ask for approval to attend the 2021 Innovations in Testing Conference.

Dear XXXXXX,

I would like to attend the 2021 [Innovations in Testing Conference: Assessment for a Better World](#) taking place virtually from April 27 – 29. Attending this conference will bring significant benefits to <your company/organization or department>.

At the Innovations Conference, I will be able to learn about <_____>, which will help with the <insert current project>. I am also interested in exploring new tools and technologies as well as best practices and new business strategies to make our organization more productive and competitive. I've attached a Benefits Worksheet that outlines specific sessions and other opportunities that will benefit our organization.

Here are some other tangible benefits to attending the Innovations in Testing Conference <adjust to fit your situation>:

- I'll explore how organizations across the testing industry are finding new ways to provide stakeholder value and create assessments for a better world.
- I'll make connections through the many engaging networking opportunities. I will network with peers to understand how other organizations are handling common issues. I may be able to find joint venture partners or subcontractors who can enhance our business.
- I'll discuss the value and purpose of assessment with thought leaders from the education, credentialing, clinical, and industrial/organizational markets.
- I'll learn new technology and innovative solutions and share them with my co-workers. I will make a concerted effort to share what I learn at Innovations in Testing. I plan to <insert plan>.

Attending the conference will cost approximately <insert cost from worksheet>. This includes access to all conference sessions, materials, virtual networking events, and access to all session recordings following the conference. A breakdown of the costs associated with the conference is attached. Although it does cost money to attend Innovations in Testing, I believe it is an investment worth making.

I request the opportunity to discuss my attendance at the conference with you. I invite you to attend Innovations in Testing as well.

Thank you for your consideration.

Sincerely,

<Your name>

Benefits Worksheet

Use this worksheet to list the benefits you will bring to your company by attending the 2021 Innovations in Testing Conference: Assessment for a Better World taking place virtually. In the following table, replace the italicized text in the examples section with the content sessions you plan to attend or other opportunities that can help you enhance your skills as a professional and face the challenges of your industry.



Innovations in Testing benefits worksheet

Benefit to <Name of Your Organization>	Examples
Learn how to leverage the innovation in our industry to help improve testing outcome	Speakers and sessions that can help us leverage the innovation in our industry to help improve testing outcome: <ul style="list-style-type: none"> • XXXXXX • XXXXXX
Discuss the value and purpose of assessment with thought leaders from the education, credentialing, clinical, industrial/organizational and Workforce Skills Credentialing markets	Sessions that will discuss the value and purpose of assessment with thought leaders from the education, credentialing, clinical, industrial/organizational and Workforce Skills Credentialing markets: <ul style="list-style-type: none"> • XXXXX • XXXXX
Discover how new technology and innovative solutions can help address issues of fairness and equity for test-takers	Sessions that will review how new technology and innovative solutions can help address issues of fairness and equity for test-takers: <ul style="list-style-type: none"> • XXXXX • XXXXX
Learn how organizations across the testing industry are finding new ways to provide stakeholder value and create assessments for a better world	Sessions where I can learn how organizations across the testing industry are finding new ways to provide stakeholder value and create assessments for a better world: <ul style="list-style-type: none"> • XXXXX • XXXXX
Share what I learned with my team members	Ways in which I will share what I have learned with others at my <i>organization</i> : <ul style="list-style-type: none"> • <i>A presentation and de-brief</i> • <i>Access to presentations online</i>

Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2021 Innovations in Testing Conference: Assessment for a Better World taking place virtually. In the following table, insert your estimated amount for each item in the cost column.

Innovations in Testing Estimated Expenses		
Attendee:	Insert your name here	
Expense	Information	Cost
Registration fee	Check to determine if you qualify for Early Bird, Group, and/or Member discounts.	\$ -
Miscellaneous	Are there any other expenses associated with attending the conference that you would need to attend this conference virtually that you may not already have?	\$ -
	Total	\$ -