



Innovations in
Testing **2022**
In Person & Virtual!



Bridging Opportunities
for **Better Assessment**

March 20 - March 23 • Hyatt Regency Orlando • Orlando, FL

2022 Innovations in Testing

ROI Toolkit – Virtual

Letter for Your Leadership

Here is a template for a communication with your leadership if you need to request approval to virtually attend the 2022 Innovations in Testing Conference.

Dear XXXXXX,

I would like to attend the [2022 Innovations in Testing Conference: Bridging Opportunities for Better Assessment](#) taking place as a hybrid event from March 20th – 23rd, 2022. This means that some of the incredible in-person content, as well as virtual only content, will be made available to all online attendees. Virtual attendees will have the chance to learn from and connect with the sponsors, engage in virtual networking opportunities, and participate in discussions around industry challenges and opportunities. 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 learn how organizations can innovate to help improve assessment outcomes and find new ways to provide stakeholder value and create assessments that are bridging opportunities for better assessment.
- 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 that can help address issues of fairness and equity for test-takers and will share them with my co-workers.

I will 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 virtual conference sessions as well as some in-person live broadcasted sessions, materials, and access to 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 the Innovations in Testing Conference as well.

Thank you for your consideration.

Sincerely,

<Your name>

Benefits Worksheet

Use this worksheet to list the benefits you will bring to your organization by attending the 2022 Innovations in Testing Conference: Bridging Opportunities for Better Assessment taking place as a hybrid event. 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. [You can find the program listing here.](#)

Innovations in Testing Benefits Worksheet

Benefit to <Name of <i>Your Organization</i> >	Examples
Learn how to leverage the innovation in our industry to help improve testing outcome	Session to attend: <ul style="list-style-type: none"> ● <i>XXXXXX</i> ● <i>XXXXXX</i>
Discuss the value and purpose of assessment with thought leaders from the education, credentialing, clinical, industrial/organizational, and Workforce Skills Credentialing markets	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXX</i> ● <i>XXXXX</i>
Learn about equity, accessibility, and diversity methods and practices for ensuring fairness, accessibility, and accommodations for diverse stakeholders	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXX</i> ● <i>XXXXX</i>
Hear about all aspects of collecting, transmitting, processing, storing, analyzing, reporting, and securing data	Sessions to attend: <ul style="list-style-type: none"> ● <i>XXXXX</i> ● <i>XXXXX</i>
Share what I learned with my team members	I commit to: <ul style="list-style-type: none"> ● <i>A presentation and debrief</i> ● <i>Access to presentations online</i> ● <i>Other</i>

Estimated Expense Worksheet

Use this worksheet to list the estimated expenses you plan to incur by attending the 2022 Innovations in Testing Conference: Bridging Opportunities for Better Assessment virtually taking place as a hybrid event. In the following table, insert the 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 a member discount.	\$ -
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	\$ -