



To: Supervisor/Manager or Board, etc.

For Planners:

PCMA's 2017 Convening Leaders is an opportunity for me to see how meeting components can be transformed and delivered in a different way to enhance our meetings and our participants' experience in designing collaborative moments. From experience high level thought leader sessions and applying lessons learned through industry-specific challenges & opportunities. Applying new ways of designing the content, to experiencing new technology, to peer-to-peer solution sharing on how to engage participants and/or exhibitors and sponsors – this meeting will allow me to see new ideas at work that I can apply to our meetings.

For Suppliers:

PCMA's 2017 Convening Leaders is an opportunity for me to engage with 3,800+ industry professionals throughout three days of education and networking events to strengthen existing relationships and create new ones. Sitting side by side with meeting professionals that are key decision makers, I will be able to establish new connections and learn from the innovative ideas at work – this meeting will allow me to engage with current and potential clients while applying new strategies to solve my clients' challenges in innovative ways.

I plan to achieve the following three objectives (*Example for Planners – To take back three innovative ideas that I can implement in my next meeting. Example for Suppliers – To make three connections that could lead to future business*).

- Objective 1: _____
- Objective 2: _____
- Objective 3: _____

I plan to attend the following specific sessions to achieve my objectives, gain education and tools to bring back and implement within our organization and network with other participants (the full program can be accessed at conveningleaders.org): *List sessions you plan to attend as well as learner objectives, and indicate how they will benefit you/your organization.*

- Session 1: _____

- Session 2: _____

- Session 3: _____

- Session 4: _____

- Session 5: _____

- Session 6:

- Session 7:

- Session 8:

According to the participant list, the following people are planning to attend that I think can help our organization (*list planners and/or suppliers - and their organizations - with whom you plan to connect and how they will benefit you/your organization*):

I look forward to bringing my key takeaways back to implement and share with our team to improve efficiency and productivity and to positively impact our “bottom line”! Please review the Cost/Benefit Worksheet (attached) to see the value my participation will bring to the organization in hard dollars.

Sincerely,

Your Name



COST/BENEFIT WORKSHEET:

Costs

- The registration fee includes evening receptions (dinner) Sunday and Tuesday, continental breakfasts, refreshment breaks and luncheons on Monday, Tuesday, and Wednesday – therefore out of pocket costs for meals will be minimal to attend the PCMA Convening Leaders. Registration fee is \$_____ **if I stay within the PCMA official block.**
- PCMA has offered airfare discounts to registrants of the PCMA Convening Leaders. I have found airfare for \$_____
- PCMA has offered discounted hotel rooms. Rates range between \$184 - \$220 USD per night (plus applicable taxes, currently at 15%) – the total for my hotel stay, including current tax is \$211.60 - \$253.00 USD per night for a total of 3 nights or \$634.80 - \$759.00 USD. By booking within the PCMA Official hotel block, I will save an additional \$200 USD on my registration fee.

TOTAL ESTIMATED COST FOR REGISTRATION/TRAVEL/HOUSING = \$_____.

Benefits

- List key “takeaways” anticipated from any/all sessions you plan to attend, based on the session descriptions and learner objectives. Once you have listed takeaways that you can implement in your job, with your team, for your organization, estimate the dollar value that implementation will gain and/or save for your organization.

Example #1:

Session: **Are You Using the Right Event Technology to Drive Your Business Strategy Forward?**

Key Takeaways: Initiate conversations with your tech providers about how to best leverage their tool to gather usable data, re-evaluate your event tools to determine if they’re providing business intelligence that propels you forward, present a business case to your C-Suite to explore different technology options to fill in existing data gaps.

Planner Estimated Value: Learn from experts how to access your current event tech tools, streamline communications, foster transparency and collaboration amongst all providers that ultimately could provide data to better serve your audience to gain up to \$5,000 - \$10,000 in increased registration revenue.

Supplier Estimated Value: Understand the objectives, challenges and specific needs from your client’s perspective that can help you better meet or exceed their needs and maintain an ongoing business relationship. As a result you could gain of a minimum of \$5,000 - \$10,000 in revenue based on client testimonials when procuring new business.

- List key planner and supplier contacts with whom you plan to meet face-to-face, network, discuss best practices or potential business, and estimate the dollar value that these interactions will gain and/or save for your organization.

Example #1:

Plan to meet with at least 3 different General Service vendors, as our multi-year General Service provider contract expires in 6 months.

Estimated Value: Expect the face-to-face networking/relationship building will allow me to negotiate an additional 5% discount on décor and signage for all meetings over the next 3 years – this is an estimated total savings over three years of \$27,000 or \$9,000 in the first year.

Example #2:

Plan to meet with at least 3 potential new clients that have General Service provider contracts expiring within the next 6 months.

Estimated Value: Expect the face-to-face networking/relationship building will allow me to sign at least one new client requiring décor and signage services and looking to source a 3-year contract – estimated contract revenue would be \$180,000 per year for 3 years or a total of \$540,000.

TOTAL ESTIMATED BENEFIT OF ATTENDING THE PCMA CONVENING LEADERS IN FIRST YEAR = \$_____.

At the completion of 2017 PCMA Convening Leaders, take some time to review your original objectives. Develop an analysis of whether you were able to fulfill your original objectives and assess how you will be able to apply what you learned in order to either provide cost savings to your organization, offer innovative ideas to increase revenue generation, and/or obtain tools to increase your team's work efficiency, and the cost savings that would result.

Demonstrating the ROI from Convening Leaders will not only provide value to your company's bottom line but will also "ease the way" to approval to attend future PCMA Convening Leaders and other cutting-edge PCMA meetings and events.