



**Hyatt Regency Hotel**  
**Toronto, ON | June 2 - 4, 2014**

*e*ALA *e*ATALYST *e*ONFERENCE



**[www.cala25.ca](http://www.cala25.ca)**

**Building Laboratory Excellence for  
25 Years**





## RETURN ON INVESTMENT TOOLKIT

Calculating the value of your conference attendance

In an effort to make it possible for you to attend the C<sup>3</sup> from June 2-4, 2014 in Toronto, CALA has developed a Toolkit for you to use to demonstrate to your employer the benefits that will result from your attendance. This toolkit will provide your employer with the value-added return-on-investment (ROI) that they will accrue by allowing you to attend the C<sup>3</sup>. The professional development (education), training and networking relationships you will build and maintain as a result of your attendance will have critical value in helping your employer effectively deal with both present and future business challenges.

By using this Toolkit to calculate the ROI for the C<sup>3</sup>, you will be able to objectively demonstrate to your supervisor/organization the significant “value-added” they will gain by allowing you to attend the conference.

### **Tips for using this Toolkit:**

- Always concentrate on what you can bring back that will benefit your employer, rather than on how much you personally might wish to attend the conference.
- By using this Toolkit, you will be showing your employer what it will cost your organization if you **don't** attend.
- Choose the technical sessions you plan to attend as early as possible so you can relay them in advance to your employer. This means checking the CALA25.ca website regularly as the technical program is developed and published.
- Use the learning notes that will be provided by speakers at the conference and downloadable conference information available shortly after the conference, to prepare a short briefing for your staff colleagues who were unable to attend the conference, like a post-conference report.
- Always be aware of early bird deadlines to ensure you are minimizing your employer's costs for you to attend the conference.
- Consider car-pooling if you are within driving distance or room-sharing to reduce your costs to attend the conference.
- Proactively commit to fully brief any back up personnel required during your time away to attend the conference.

### **Toolkit Contents:**

- Basic Information About the Conference
- Tangible Benefits (To Your Organization) Worksheet
- Worksheet to Identify 2014 C<sup>3</sup> Conference Expenses
- Sample Letter to your Supervisor
- C<sup>3</sup> Conference Sessions & Learning Notes (*list of sessions to be attended, and expected learning outcomes of each*)

## **Basic Information about the Conference**

### **What is the 2014 CALA Catalyst Conference (C<sup>3</sup>)?**

Our first C<sup>3</sup> is national in scope, specifically designed to attract contributors, exhibitors and participants from across Canada for a memorable series of collaborative technical and regulatory interactions. C<sup>3</sup> will involve a Call for Abstracts for presentations in a variety of formats including plenary keynotes, specialty (technical) presentations, panel discussions and new product demonstrations.

### **What is CALA?**

The Canadian Association for Laboratory Accreditation Inc. (CALA) is a Not-for-profit Canadian laboratory accreditation body. CALA's Mission is to instill public confidence in laboratory test results by providing internationally recognized Accreditation, Proficiency Testing and Training services.

### **Why THIS conference?**

The C<sup>3</sup> will allow you to make valuable connections with other professionals in your field willing to share the latest advances, ideas and tools used in the testing laboratory community. It will also connect you directly to a group of exhibitors who will supply/demonstrate first-hand information on state of the art technologies that can improve both the efficiency and efficacy of your test methods and laboratory operations.

*We have drafted a sample letter for your Manager/Supervisor/Policy Maker.*

## **Sample Letter to Supervisor**

Dear <supervisor's name>,

I would like to attend the 2014 CALA Catalyst Conference (C<sup>3</sup>) in Toronto, ON, from June 2-4, 2014.

The C<sup>3</sup> conference will enable me to attend a number of technical sessions that are directly applicable to my work and will allow me to network with a variety of experts and colleagues from across Canada. The presentations are tailored to the testing laboratory community and will give me the latest industry knowledge I need to perform in my job.

I am seeking financial support to cover the registration fee, travel expenses, and necessary meal expenses. A detailed cost breakdown is attached.

After reviewing the conference brochure, I have identified a number of technical sessions, which will allow me to gain knowledge and understanding about how we can benchmark/improve our processes. The conference sessions will each be facilitated either by industry experts or colleagues from other testing laboratories.

Getting the information we need in a conference format like the C<sup>3</sup> will greatly reduce both the time and costs that we would normally incur in researching these topics in-house. For example, I have listed some of the seminars that I will attend: < Insert here the name of the sessions which most apply to your responsibilities >

The best conference pricing is available before the early bird deadline which is XXXX XX, 2014.

Here is the breakdown of conference costs <add or delete costs as necessary> Roundtrip Airfare or Mileage: <\$xxxx> Transportation: <\$xxxx> Hotel: <\$xxxx> Meals: <\$xxxx> Conference Registration Fee: <\$xxxx> The total costs associated with attending this conference are: <\$xxxx>  
<Insert a statement if you are willing/able to share any of the conference costs with the employer.>

The opportunity for me to gain knowledge in specific areas related to the testing laboratory environment and make valuable contacts makes my attendance at the 2014 C<sup>3</sup> Conference a wise investment, which I am convinced will yield rich dividends for < name of laboratory>.

Sincerely, < your name here >

## Tangible Benefits (To Your Organization) Worksheet

List of Benefits	How Will this Conference Affect Your Knowledge, Skills, and Abilities When You Return to Work in these Areas	Estimated Value (\$)
Networking	C <sup>3</sup> will allow me to network (meet and interact) with other professionals in similar roles and organizations around the country (including speakers, exhibitors and other vendors).	
Exhibit Hall Benefits	This conference will showcase vendors with tools and/or services I can use or evaluate for potential future use by our laboratory. This is an opportunity to collect first-hand information and to compare competing organizations/suppliers.	
Trends	Conference will allow me to learn about any new trends in fields related to testing laboratories.	
Teambuilding	C <sup>3</sup> will help build our team, providing a forum for team members to discuss tools, technologies, and processes and how we can apply them in our company/laboratory to improve our information products, workflow, and processes.	
Education	Selecting sessions that have particular relevance to my department's priorities or our organization's current priorities and goals will provide insight into a particular challenge or goal that we are facing right now.	
<b>OTHER CONSIDERATIONS</b>		
Current Tools		
Future Tools Exploration		
Current/Future Technologies		
Current Processes Seeking Improvement		
Future Processes Exploration		
Other		

**(\$)** The estimated value is approximately how much you believe each of these benefits are worth to your organization – you want to prove that by attending this conference, you're saving money in the short/long run by acquiring all of these benefits by doing it all at the same time and location.

## Worksheet to Identify 2014 C<sup>3</sup> Conference Expenses

<i>Item</i>	<i>Total Cost</i>	<i>Organization Expense</i>	<i>Personal Expense</i>	<i>Notes</i>
Registration	\$	\$	\$	Follow deadlines and discounts for lowest fees
Other events with separate fees	\$	\$	\$	See what meals are included with registration
Accommodation	\$	\$	\$	A special rate has been arranged.
Airfare/Shuttle and/or Parking	\$	\$	\$	Try a web travel service to get a quick estimate
Mileage (personal auto)	\$	\$	\$	Calculate; consider car-pooling
Other Transport (Taxi, Bus, Train)	\$	\$	\$	Look up costs of local transportation
Food per diem	\$	\$	\$	Note some meals included in Registration Fees
Total Conference Fees	\$	\$	\$	
Other	\$	\$	\$	
Total Conference Expenses	\$	\$	\$	

***Time to Sell Your Attendance!!*** Now that you clearly understand the benefits of your C<sup>3</sup> attendance, it's time to "sell" your attendance to your supervisor!

### C<sup>3</sup> Conference Sessions & Learning Notes

Date	Session Name	Learning Notes
<b>Monday, June 2 (2014)</b>	<i>Pre-conference Course Option 1 or 2</i>	
<b>Tuesday, June 3 (2014)</b>	<i>Session Topic</i>	
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<b>Tuesday, June 3 (2014)</b>	<i>Exhibitor of Interest</i>
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<b>Tuesday, June 3 (2014)</b>	<i>Exhibitor of Interest</i>
<b>Wednesday, June 4 (2014)</b>	<i>Session Topic</i>
<b>Wednesday, June 4 (2014)</b>	<i>Session Topic</i>
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**Wednesday,  
June 4  
(2014)**

*Exhibitor of  
Interest*

**Wednesday,  
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*Exhibitor of  
Interest*

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*Exhibitor of  
Interest*