



Conference & AGM | May 8-10, 2020
Hyatt Regency Hotel Calgary



Why Attend Toolkit

Making the case for support of travel, funding, and time off—especially in times of tight budgets and reduced staff—to attend any conference requires a solid understanding of the potential benefits of attending.

SonoCon2020 is where sonographers, managers, educators, allied health professionals, employers and decision makers will congregate to update their skills and knowledge, achieve their professional goals and to learn about new trends and developments that supports a high standard of patient care. Use this toolkit to help define and clearly communicate these benefits in order to make the case to attend.

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Why You Should Attend

Sonographers are an integral part of the healthcare team, particularly within diagnostic medical imaging. SonoCon2020 is a great opportunity to discover new developments and trends in sonography that support a high standard of patient care and add new skills to your professional practice. The conference also offers plenty of opportunities to expand both your local and national networks.

Participants attend this conference to—

- improve their knowledge and skills with high-quality professional development and hands-on activities;
- gain insights by connecting and sharing with like-minded colleagues;
- earn professional development credits; and
- learn from industry leaders and test the latest technologies.



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Expenses & Benefits

Beyond fulfilling your personal professional development goals, you can rightly claim that attending SonoCon2020 will also enable you to bring expertise and knowledge back to your hospital or clinic facility. When you propose a conference for approval, be sure to *focus on what you will specifically bring back to your workplace and your colleagues*. You'll also want to connect your responsibilities, goals, and challenges to your conference experience. To help you make a strong case for attending, here are some goals common to our attendees and the ways in which SonoCon2020 conferences meet these goals.

Benefits Worksheet

| GOAL | How SonoCon2020 Supports Your Goal |
|---|--|
| ✓ Gain insight into successful implementation of standards | Sessions feature experts in the field under a diverse series of tracks (Generalist, Breast, Vascular, etc.) A variety of sessions provide cases, techniques and best practices that connect to your everyday practice. |
| ✓ Stay on top of current (and future) trends | SonoCon2020 offers concurrent sessions, workshops to keep you ahead of the trends in our profession. You will gain new methods, refine your techniques, and discover the latest technologies. |
| ✓ Expand your professional network | At SonoCon2020 you'll connect with knowledgeable speakers and session leaders as well as experience exceptional peer-to-peer networking opportunities where you will learn from others and grow your network. |
| ✓ Gain fresh ideas and get inspired | Get inspired by keynote speakers and leaders who will stimulate your passion for Sonography. |
| ✓ Learn about new advances and technologies | Talking with vendors can be a great way to access expert knowledge and learn about new products and resources. Tour a lively exhibit hall, test the latest resources, and more! |
| ✓ Bring information back to your hospital or facility | Session handouts are posted and available after the event. You'll be able to support the investment of time and budget dollars by setting up training sessions or sending out information on your return. |



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Expenses Estimate

Conference expenses are affected by a number of factors. Use the following worksheet to help you develop a cost estimate for attending SonoCon2020 in Calgary, Alberta. Be prepared to compare the expenses against your benefits worksheet in order make the case for attendance.

| Expense | Guideline | Cost |
|-------------------------|---|------|
| Conference Registration | | \$ |
| Flight | Estimate | \$ |
| Lodging | SonoCon2020 has negotiated discounted conference rates for hotel accommodations. Room rates for the Annual Conference are \$209* per night. <i>*Tax not included.</i> | \$ |
| Transportation | Estimate. Be sure to include transportation to and from the airport to the hotel. If driving, remember to include estimated parking costs and mileage reimbursement. | \$ |
| Food Per Diem | | \$ |
| TOTAL | | \$ |



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Opportunities to Save

- Early bird registration is valid until March 15, 2020.

Registration Rates: SonoCon2020

| | Early-Bird Registration Register through: March 15, 2020 | Advanced Registration Register through: April 15, 2020 | Registration Begins April 16, 2020 |
|--------------------------------------|--|--|---------------------------------------|
| Member Registration Rates | | | |
| Student (Full) | \$120 | \$130 | \$150 |
| Member (Full) | \$495 | \$595 | \$735 |
| Student (One Day) | \$80 | \$80 | \$80 |
| Member (One Day) | \$335 | \$335 | \$335 |
| Non-Member Registration Rates | | | |
| Non-Member (Full) | \$695 | \$895 | \$935 |
| Non-Member (One Day) | \$435 | \$435 | \$435 |



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Justification Letter

Dear Sonographer,

We have prepared the following letter to assist you in garnering support to attend SonoCon2020. Feel free to customize the document to help “make the case” for your attendance.

Dear <Manager>,

At SonoCon2020 in Calgary, AB, sonographers will be brought together to enhance their professional skills, knowledge, and careers. I would like to attend this event, which is scheduled for May 8-10, 2020, to learn best practices central to the profession.

To meet my professional development goals, I am seeking approval for the registration fee, travel expenses to the conference, and minimal food expenses during the conference (conference organizers provide breakfast and lunch for two days). The detailed cost breakdown is listed below. <Insert your expense estimate numbers here>

Conference Registration _____
Flight _____
Lodging _____
Transportation _____
Food per diem _____
Total estimated conference cost of _____.

By attending this conference, I will be able to select presentations (keynotes, educational tracks, and hands-on workshops) specific to my day-to-day activities.

My participation in this program will complement our collective objectives, and I plan to return with resources to share what I’ve learned with my peers, and have additional tools we will need to continue to provide up to date, high quality sonography services.

Thank you in advance for your consideration.

Sincerely,

<Your Full Name>