

# Ontario Connections Conference

## **Attendee's *Return on Investment* Value Calculation Toolkit**

In an effort to make it possible for you to attend the 2015 Ontario Connections Conference May 20-22, 2015 in Toronto, we have developed a toolkit for you to use in demonstrating to your employer the value of attendance. The toolkit will provide your employer with insight into the value-added ROI that will accrue from your participation in the Ontario Connections Conference. The professional Development (education), the training, and the networking relationships you will build and maintain as a result of your attendance will have critical value in helping your employer effectively deal with present and future challenges.

By showing the ROI for the Ontario Connections Conference, you will be able to objectively demonstrate to your supervisor or organization the significant value-add to be gained by approving your attendance at the conference.

### **Overall Tips:**

- Always concentrate on what **you can bring back to benefit your employer**, rather than on how much you personally might wish to attend the conference.
- Showing your employer what it will cost or how it will expose the organization if you *don't* attend.
- Choose the technical sessions you plan to attend early so you can describe them in advance to your employer. This means checking the Ontario Connections website (<http://www.ontarioconnections.ca/>) regularly as the technical program is being developed.
- Use the learning notes 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 (a post-conference report).
- Always be aware of early bird deadlines to ensure you are minimizing your costs to attend the conference.
- Consider car-pooling or room sharing to further reduce costs.
- Proactively note that you will fully brief any backup personnel required during your time away to attend the conference.

### **Toolkit Contents:**

- Basic Information About the Conference

- Tangible Organization Benefits Worksheet
- Worksheet to Identify Ontario Connections Conference Expenses
- Sample Letter to Supervisor
- Ontario Connections Conference Sessions & Learning Notes *(list of sessions to be attended and expected learning outcomes of each)*

## Information about the Conference

### **What is *Ontario Connections Conference*?**

The Ontario Access, Privacy, Security and Records Management Forum is the only true multi-disciplinary, cross-jurisdictional, and community based developed event for the greater public service community across Ontario.

Access, Privacy, Security and Records Management challenges are intertwined with almost everything the public sector does. This event is intended for those individuals working within public bodies and health trustees across Ontario. It is intended to build relationships, demonstrate the interconnectivity of these disciplines, and improve the overall performance within these areas, ultimately helping public bodies across Ontario perform more effectively while improving service delivery to Ontario residents.

### **Why THIS conference?**

The Ontario Connection Conference is being strategically shaped to allow you to choose your own path while providing the best possible networking and professional development opportunities - all in one place!

Through a series of plenary, breakout, and workshop sessions, delegates will gain a clearer understanding of access to information, privacy, information security, and records management challenges as they apply in organizations subject to FIPPA, M/FIPPA. For more on who will be there, why you should go, and the Agenda Advisory Committee, see the links below.

## Tangible Benefits to the Organization: Worksheet

Fill in the highlighted areas.

The estimated value is an approximation of savings realized from not having to spend significant time acquiring information or devising solutions in other ways or of the value of the risk reduction (what it would cost to remedy the risk) realized from attendance.

Benefits	Impact of the Ontario Connections Conference on my Knowledge, Skills, and Abilities	Estimated Value (\$)
Networking	OCC will allow me to network (meet and interact) with other professionals in similar roles including access, privacy, security and records management professionals from across the country. This will include meeting with speakers, exhibitors and vendors at the conference.	Insert Estimated Value
Exhibit Hall	OCC will showcase vendors with tools and/or services I can use or evaluate for potential future use. This is an opportunity to collect first-hand information, and to compare competing organizations.	Insert Estimated Value
Trends	OCC will allow me to learn about any new trends in the field of Access, Privacy, Security and Records Management.	Insert Estimated Value
Teambuilding	OCC will help build our team, providing a forum for team members to discuss tools, technologies, and processes and to find out how we can apply them in our company to improve our information products, workflow, and processes.	Insert Estimated Value
Education	Selecting sessions that have particular relevance to my department's or organization's current priorities and goals will provide insight into a particular matter we are dealing right now.	Insert Estimated Value
Other	tbd	Insert Estimated Value

## Worksheet to Identify Ontario Connections 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	\$	\$	\$	Check special events/meals included with registration
Accommodation	\$	\$	\$	Consider sharing
Airfare/Shuttle and/or Parking	\$	\$	\$	Try a web travel service to get a quick estimate
Mileage (personal auto)	\$	\$	\$	Consider car-pooling
Other Transport (Taxi, Bus, Train)	\$	\$	\$	Look up costs of local transportation
Food per diem	\$	\$	\$	Deduct the meals included in registration
Other	\$	\$	\$	
<b>Total Conference Expenses</b>	\$	\$	\$	

***Time to Sell Your Attendance!!*** Now that you clearly understand the benefits of your conference attendance, it's time to "sell" your attendance to your supervisor!

We have drafted a sample letter for your Manager/Supervisor/Policy Maker for you to adapt.

## Sample Letter to Supervisor

Dear < supervisor's name >,

I would like to attend the **Ontario Connections Conference** in **Toronto** on **May 20-22, 2015**.

The **Ontario Connections 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 and internationally**. The presentations are tailored to the Access, Privacy, Security and Records Management 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.

I have identified a number of technical sessions that will allow me to gain knowledge and understanding about how we can benchmark and improve our processes. The conference sessions are facilitated by industry experts or colleagues from the Access, Privacy, Security and Records Management community.

Getting the information we need in a conference format will greatly reduce the time and costs we would normally incur in researching the 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 of **April 24, 2015**. Here is the breakdown of estimated conference costs:

<add or delete costs as necessary>

Roundtrip Airfare or Mileage: <\$xxxx>

Transportation: <\$xxxx>

Hotel: <\$xxxx>

Meals: <\$xxxx>

Conference Registration Fee: <\$xxxx>.

**Total:** <\$xxxx>

< Insert a statement if you are willing/able to share any of the conference costs with the employer, for example: "In view of the budgetary realities, we could possibly consider a partial reimbursement of the costs.">

The opportunity for me to gain knowledge in specific areas related to the Access, Privacy, Security and Records Management environment and make valuable contacts makes my attendance at the conference a wise investment. I am convinced it will yield rich dividends for < name of your organization >.

**Your support of my attendance is greatly appreciated. I will prepare a post-conference briefing for other staff members to maximize the return on investment.**

Sincerely, < your name here >

### **Plan for Attendance - Applicability to <Organization's> Current Concerns**

Use this form to summarize the sessions you intend to participate, and the intended learning objectives of each. It will also help form the basis for your post conference report if required.

<b>Session Name/Topic</b>	<b>Learning Notes</b>
<i>Pre-conference Course</i>	The topic covered here is particularly relevant to the challenge of ...

<i>Session Topic</i>	The insights gained here will apply especially to ...
<i>Session Topic</i>	
<i>Session Topic</i>	
<i>Session Topic</i>	
<i>Exhibitor of Interest</i>	

<i>Exhibitor of Interest</i>	
<i>Exhibitor of Interest</i>	
<b>Other</b>	