

NAVIGATE

LEADING THE JOURNEY TO GROWTH

– ASBO INTERNATIONAL ANNUAL CONFERENCE & EXPO –

ASBO **ACE** & **25**

FORT WORTH, TEXAS | OCTOBER 21–23

Build Your Case!

A guide to help you present to your supervisor why you should attend AC&E 25 and how this investment will benefit you and your school district.

asbointl.org/ACE25 #ASBOACE25

WHY ATTEND

ASBO INTERNATIONAL'S ANNUAL CONFERENCE & EXPO?

- **High-Impact Learning** — Explore forward-thinking strategies, real-world solutions, and practical takeaways in 80+ education sessions offering SFO, CPE, and CAE credits to support your professional growth.
- **Meaningful Connections** — Exchange ideas and insights with peers and thought leaders from across the country and around the world.
- **Solutions-Focused Exhibit Hall** — Discover the latest solutions and connect with providers who understand the challenges and priorities of today's school districts.

STEPS TO BUILD YOUR CASE

Use the steps below to show how attending the 2025 Annual Conference & Expo will support your professional role and your district's priorities:

1. **Identify key issues** your district or organization is focused on right now.
2. **Reflect on your role** in addressing each issue, including your responsibilities and expected contributions.
3. **Review the [conference schedule](#)** and select session titles that align with these priorities and your role.
4. **Fill in the sample prompts** to show how attending these sessions will strengthen your ability to tackle key challenges and support your district's goals.

BUILD YOUR CASE PROMPTS

Use the prompts below to help craft your proposal to attend AC&E for your supervisors. Outline your goals and show how your participation will deliver value to both you and your school district.

- 1. What are the opportunities for growth in our district?** *(Identify key areas where your district can improve or expand, such as strategic planning, staff development, equity initiatives, or technology integration.)*
- 2. What sessions will be available that can help our district grow/evolve?** *(List session names, speakers, exhibitors, etc. and provide reasoning based on your answers above.)*
- 3. What is the value of attending AC&E?** *(Include the potential learning opportunities, staying up to date on best practices, finding answers you are looking for, the people you will meet, etc.)*
- 4. What are the solutions that our district can evaluate during the Expo Hall and Innovation Hour?** *(List the products/software/services to evaluate)*
- 5. How will this enhance leadership or decision-making within the organization?** *(Note how the experience supports more effective leadership, especially in a changing education landscape.)*
- 6. Who from our district should attend the conference?** *(List all individuals included)*
- 7. What is the total cost to attend AC&E?** *(Registration, hotel, travel, etc.)*
- 8. When is the conference and how many days will I/we be out of the office?** *(Include travel time)*

APPLY WHAT YOU'VE LEARNED

The value of attending continues long after the conference!
Show your supervisor your time was well spent by providing a recap of AC&E 25.

- Take notes during the conference and reflect on specific takeaways from each session. Use the goals and timelines you laid out and take action on new ideas.
- Send your supervisor a concise summary of your experience: what you learned, who you met, and how you will use the information. Don't forget to thank your supervisor and supporters for the experience.
- Stay in touch with the new contacts you made on ASBO International's Global School Business Network at asbointl.org/Network.

AC&E 25 Conference Notes

Use the prompts below to focus your notetaking and capture key takeaways throughout the conference.

Session Details

1. What is the title of the session?
2. Who is the presenter(s)?
3. When did the session take place?
4. What were the main topics or themes discussed?

Key Takeaways

1. What were the most important insights or strategies shared?

2. What new ideas, trends, or perspectives emerged?

3. What specific data, tools, or examples were presented that are worth revisiting?

Relevance to District Priorities

1. What challenge or goal within the district does this session address?

2. How does this content align with current initiatives or strategic objectives?

3. In what ways can the information be applied across the organization or team?

Next Steps

1. What actions should be taken based on the session content?

2. Are there any resources that should be reviewed or shared?

3. Who else in the district could benefit from this information?

Networking Insights

- 1. Who were the key contacts made during or after the session?
- 2. What are their roles or affiliated organizations?
- 3. What future collaboration or follow-up opportunities exist?

Session Reflection

- 1. What point, or idea was most compelling or thought-provoking?
- 2. How does this session support ongoing responsibilities or leadership development?

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