

BALANCE

FINDING | UNDERSTANDING | REDEFINING

- ASBO INTERNATIONAL -

ASBO **ACE**& 24

ANNUAL CONFERENCE & EXPO | NASHVILLE, TENNESSEE

SEPTEMBER 18-20, 2024

Build Your Case!

A guide to help you present to your supervisor why you should attend AC&E 24 and how this investment will benefit you and your school district.

asbointl.org/ACE24 | [#ASBOACE24](https://twitter.com/ASBOACE24)

WHY ATTEND ASBO INTERNATIONAL'S ANNUAL CONFERENCE & EXPO?

- **Quality Educational Experience** — A distinguished keynote speaker and over 80 education sessions with opportunities to earn SFO, CPE, and CAE continuing education credits.
- **Expansive Expo Hall** — Direct access to a broad range of products, services, and providers to support your district's unique needs.
- **World-Class Networking** — Global and local perspectives from colleagues and experts around the world.

SIMPLE STEPS TO BUILD YOUR CASE

Clearly communicate 1) how specific education sessions provide solutions to the problems your district or organization is facing and 2) how you plan to take action using the information you gain at the conference.

1. **Write down five critical issues** relevant to your school district or organization right now.
2. **Think about your role** in addressing these matters, including your responsibilities and expectations in relationship to them.
3. **List the education session titles** that address the topics relevant to your school district or organization and to your role in developing strategies to address them.
4. **Personalize the sample justification letter**, outlining how these sessions will help you contribute to your district or organization's strategy in addressing critical issues.

ACE24 BUILD YOUR CASE LETTER:

Dear _____,

I am submitting a formal professional development request for **me//the following individuals** to attend ASBO International's Annual Conference & Expo (ACE), September 18-20, 2024, in Nashville, Tennessee. The total estimated cost to attend this event is **[\$\$]**, which covers registration, travel, and lodging. **I'll//We'll** be out of the office for **[X]** days, including travel time.

My//Our participation will equip **me//us** with the tools to help our district ensure long-term financial sustainability in the face of sunseting federal ESSER funds, improve the safety and security of our schools, and identify more effective ways to support our students. This investment in professional development will allow **me//us** to share with our team new knowledge, skills, and tools to address these and other challenges affecting our community.

With over 80 educational sessions on timely and relevant K-12 topics, and the chance to earn continuing education credits, ACE provides a comprehensive platform for high-quality professional development. In addition, hundreds of colleagues from educational institutions worldwide will be in attendance, alongside over 140 industry representatives in the Expo Hall, offering products and solutions vital in meeting the diverse needs of our school district.

A full listing of education sessions is listed online at **asbointl.org/ACEEd**. The following sessions are of particular interest to **my//our** current role/career goals:

[insert name of session]

[insert name of session]

[insert name of session]

Do you see any others that you feel will be valuable to attend and bring back takeaways to our team?

Thank you for your consideration of **my//our** request. Please let me know if you'd like to sit down to discuss how **my//our** attendance at this event can benefit our entire team and **[SCHOOL DISTRICT]**.

Sincerely,

Download the full letter at asbointl.org/CaseLetter

**All education sessions listed above are subject to change.*

APPLY WHAT YOU'VE LEARNED

AT **#ASBOACE24** IN YOUR SCHOOL DISTRICT OR ORGANIZATION

The value of attending continues long after the last session! Show your supervisor your time was well spent by providing a recap of the conference.



Use the Learning Log to 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.

REGISTER NOW AT

asbointl.org/ACE24

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