



A Guide to Justifying Attendance at the

## **CAPhO Conference 2017**

**April 20 – 23, 2017**

**The Fairmont Banff Springs Hotel, Banff, AB**

Register at: [www.capho.org/capho-conference-2017](http://www.capho.org/capho-conference-2017)



#### **Acknowledgement**

*This guide was created by adapting the Justification Toolkit published by the Canadian Society of Hospital Pharmacist (CSHP) and originally created by the American Society of Health-System Pharmacists (ASHP). CAPhO is grateful to ASHP and CSHP for giving permission to use and adapt the Justification Toolkit for the CAPhO Conference.*

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### 1. Introduction

Would you like to attend the CAPHO Conference 2017 (CAPHO 2017) but funding is not available?

This guide will help you garner the support you need by offering practical strategies to justify the expense of attending CAPHO 2017 ([www.capho.org/capho-conference-2017](http://www.capho.org/capho-conference-2017)) in Banff, Alberta. It includes tools and tips to obtain financial support by:

1. Persuading your employer
2. Calculating the costs and benefits
3. Defining the benefits
4. Selling your way there

CAPHO 2017 is a highly educational, career-enhancing experience. With its numerous sessions and symposia on timely and leading edge information pertaining to administration, technician, clinical and research issues in oncology pharmacy, the CAPHO Conference is a must-attend event attracting 200-300 oncology pharmacists, technicians, pharmacy assistants and other health care professionals from across Canada.

The theme of CAPHO 2017 is *Do Something Astonishing*. Although our interactions with patients may be brief, we can strive to “Do Something Astonishing” to make an impact on our patient’s journey with cancer.

## 2. Persuading Your Employer: How You and Your Department Can Benefit

If travel and education budgets in your organization have been curtailed, but you would like to attend CAPhO 2017, you may need some persuasive justifications for the expense. No matter how much you want to attend, and no matter how valuable you know the Conference will be, you will improve your chances of getting there if you present the following information and solutions.

**Show the return on the investment for your organization** by identifying which sessions are the most valuable and applicable to your setting. Program information is available at [www.capho.org/capho-conference-2017/program](http://www.capho.org/capho-conference-2017/program).

When you return to work, **deliver a presentation to your colleagues on what you learned**. This way, others will have the benefit of your attendance. As a registrant, you will have access to the CAPhO 2017 onsite program and other handouts from the website for a month after the Conference. In order to have unlimited access, consider becoming a [CAPhO Member](#). As a member you can revisit sessions important to you, and take in sessions you missed by viewing audio recordings accompanied by the presenters' PowerPoint presentations. Gather your colleagues together to go over the presentations; you will be their connection to the Conference.

**Organize who will cover for you while you are away** by preparing a schedule that suggests who can cover for you during your time at the Conference.

**Qualify for a registration discount by registering by Monday, February 27, 2017.**

Refer to the table of registration fees below (in \$ CAD).

CAPhO Members	Early Bird until February 27 <sup>th</sup>	Regular as of February 28 <sup>th</sup>
Full Conference	\$249	\$299
Daily (Saturday or Sunday, excluding Saturday Dinner Event)	\$149	\$179
Non-Members		
Full Conference	\$499	\$549
Daily (Saturday or Sunday, excluding Saturday Dinner Event)	\$349	\$399

### 3. Calculating the Costs and Benefits

Your manager will likely consider many factors when deciding whether to financially support your attendance at CAPhO 2017. Some of those factors will include the costs of attending the Conference and the benefits that are expected to come back to the organization in return. Here are some tools you can use to help you to determine the costs and benefits of attending.

**Estimating costs** - The following chart outlines the typical costs associated with attending the Conference.

Expense	Guideline	Cost (\$)
Registration	See the table of registration fees listed above. Register by February 27, 2017 to receive the lowest rates.	
Transportation	Use a web travel site, such as <a href="#">Expedia</a> for a quick estimate of flight and bus prices. The closest airport to Banff is <a href="#">Calgary International Airport</a> . Also, <a href="#">The Rocky Mountaineer</a> has regularly scheduled train services that stop in Banff.	
Accommodation	A discounted room rate of \$199 (Fairmont room category) plus applicable taxes based on single/double occupancy per room and night is available at the Conference venue, <a href="#">The Fairmont Banff Springs Hotel</a> .	
Transportation between the local airport and the Conference venue	Banff Airporter is offering a discounted shuttle service between Calgary International Airport and Banff. The rate is \$108 (including taxes) for the round trip. Visit the <a href="#">Conference website</a> for details.	
Mileage Reimbursement	Driving to the Conference venue or to the airport for your flight? Use <a href="#">Google Maps</a> to calculate distances and then multiply kilometres by the allowance provided by your employer.	
Parking Reimbursement	Research the daily parking fees of your departure airport. Self parking for Conference attendees at the Sheraton is \$25/night plus taxes. You will need to purchase and display a <a href="#">Parks Canada Pass</a> on your vehicle.	
Food Per Diem	A full Conference registration includes breakfasts and refreshment breaks on Saturday and Sunday, lunch on Saturday (in the Exhibit and Poster Hall), attendance at the Exhibits and Poster Viewing Reception and the Saturday Dinner Event. You will need to estimate the cost of meals on Thursday/Friday and Sunday lunch (if not attending the Satellite Symposia).	
Evening	The evenings are a great way to network and relax with friends and colleagues. Catch up and compare/discuss what you learned on a particular day.	
<b>Total Expense</b>		

## 4. Defining the Benefits

How do you assign a monetary amount to the information you will gain at CAPhO 2017, or the value of networking with other professionals? Benefits from attending are not easy to put into quantifiable dollar amounts; however you can articulate the benefits that your organization will gain.

How would you respond if someone came to you and said: “*I want you to pay \$2,000 for me to attend a meeting, lots of people attend it and it should be good, can I go?*” No doubt you would want more information so that you could take the request seriously. What information would you want? Your answer is likely the type of information your manager would want from you.

So, when you define the benefits:

- Focus on what you will bring back to your organization as payback for the investment (not on how much you want to attend).
- Clearly articulate the connection between your organization’s knowledge requirements and what the Conference offers. For example, what information gap will each session help to fill? Identify which sessions teach the skills that will help your team manage your organization’s challenges.
- Communicate how your professional development will benefit your organization and how you will share the wealth of information with your team.

## 5. Sell Your Way There!

Sell your meeting proposition rather than passively hoping your manager will see the value of your attendance. Help him/her make that leap and write a letter to your manager using this [template letter](#) and simply insert the information in the brackets to customize your letter.

## 6. Contact the CAPhO Conference Secretariat

For more information, contact:  
Laura van Wensveen, Conference Coordinator  
[CAPhO Conference 2017 \(CAPhO 2017\)](#)  
c/o [Sea to Sky Meeting Management Inc.](#)  
Phone: 1- 604-984-6448  
Email: [conference@capho.org](mailto:conference@capho.org)  
Web: [www.seatoskymeetings.com](http://www.seatoskymeetings.com)

**See you at the CAPhO Conference 2017!**