

Justification Tips

Attending

Your Future in Global Markets will be the most cost-effective professional and organizational development choice you make all year. It is the most relevant and densely-packed educational and networking opportunity available to international trade practitioners like you. The informative keynote addresses, breakout sessions, and other learning opportunities will enable you to expand your industry knowledge, learn about game-changing trends, and share new ways to enhance the practice of international trade training.

However, we understand that the economy is impacting many travel and training budgets, leading to many budgets being reduced or eliminated. Here are tips to support your case to attend FITT 25th Anniversary Conference: Your Future in Global Markets:

1. Focus specifically on what you will bring back to the organization as return for the investment, and how this will benefit your work, your organization's goals, and the community. For example, what sessions will you attend and what immediate impact will they have on your work? What exhibitors will you visit on the Showcase floor and how will this help your organization? Which experts will you have access to and what knowledge would you bring back to share with your organization?
2. After the conference you will take valuable knowledge home with you. Offer to deliver a briefing to your colleagues and/or the management team to share what you learned so that others in your organization will receive the benefits of your attendance, too.
3. Share speaker handouts and other collected materials with your colleagues. As a delegate, you will have unlimited and free access to speakers' materials posted on a password-protected section of the FITT website.
4. Be ready with a plan that shows who will cover for you while you are attending the conference.
5. Ask "what is the cost of NOT attending," in terms of both your ability to stay abreast of new developments and missing valuable tools, perspectives, and relationships that will help your organization anticipate, adapt, and take action to build your community of tomorrow.
6. Be sure to check out the registration page where all the various rates are listed to see if you qualify for any of the lower rates or discounts. Don't miss the early-bird deadline and stay in the hotel block for additional savings!
7. Share the article about how to calculate ROI of the conference [How to Justify Conference Attendance](#) by Mike Doyle.

Tangible Benefits

When you propose attending the Your Future in Global Markets international business conference, focus on specifically what you will bring back to the organization to demonstrate return on the investment. Use this “benefits guide” to help state your case:

<p>Knowledge Benefits from the Educational Program</p>	<p>Consider your organization's specific goals or needs, and then consider how specific elements of the conference will help meet those needs. Sessions are strategically focused to help you advance your relationship-building skills, develop innovative solutions, reimagine business strategies and leverage emerging trends.</p> <p><u>Session Content:</u> Which keynotes or workshops have particular relevance to your organization's current priorities and goals? Are there sessions that will provide insight into a particular challenge or goal your organization is facing right now, or expects to face in the next 12 months? Identify specifically what you can use, and how.</p> <p><u>Training and Skills Development:</u> Which of the sessions are most relevant to your professional development goals or your organization's expectations of you? What new skill(s) or approach(es) will you bring back?</p>
<p>Strategic Benefits from Educational Program</p>	<p>“The field of international trade is changing rapidly and in uncertain ways. It is difficult to view the 'forest' when we're working at the 'tree' level. Our organization needs to anticipate, understand, and adapt to changes both in the policy environment and in professional practice.”</p> <p>Attending FITT 25th Anniversary Conference: Your Future in Global Markets will enable us to see how the field is changing: Pros/Cons of Various Modes of Market Entry Strategies, Global Business Environment - Industry Trends, Challenges for Trade, Future Impact of International Business on Internal Operational Functions (needed competencies)</p>
<p>Networking Benefits</p>	<p>"This conference will enable me/us to meet and interact with international trade practitioners from the private and public sectors in similar roles from across Canada and from the international community. We will be able to take the pulse of what our peer organizations are talking about and planning for, and how they are accomplishing [specific goal or activity]."</p>
<p>Team Capacity-building Benefits (if multiple individuals from your division/organization)</p>	<p>"The conference will help build our team by providing a forum for team members to learn and discuss best practices, new tools, and emerging trends. Doing this together will build a shared knowledge base for applying this information to improve our strategies, programs, processes, and</p>

attend)	outcomes."
Showcase Benefits	<p>Will the conference showcase vendors have the tools or services you use or are evaluating for potential future use? Is this an opportunity to collect first-hand information and to compare competing firms?</p> <p>"Leading vendors of international trade market will be present. This is our chance to collect information and evaluate multiple vendors for [state your vendor or product need] all at once, helping us make a more informed decision more quickly."</p>

Talking Points (what / why)

Please use or adapt any of the points below to help you communicate what this conference is about and why it is important for you to attend.

What is this Conference?

This is the FITT 25th Anniversary Conference: Your Future in Global Markets celebrating FITT's 25th Anniversary with content covering the most urgent trending topics, celebrating and taking insights from the biggest success stories, and looking into **your future in global markets**

What is the Forum for International Trade Training (FITT)?

FITT has been trusted by the global business community for 25 years.

Since 1992, FITT has been developing competency standards in international trade which have been defined by business, for business. More than an organization that provides international trade training and resources, FITT is first and foremost a competency standards development organization working on building competence in international trade, and formalizing the profession of international trade practitioners.

As a world-recognized not-for-profit leader in building international business competence, FITT:

- Sets industry-defined international trade competency standards
- Maintains a one-of-a-kind certification system for international business practitioners
- Accredits international business programs for meeting standards of excellence
- Develops knowledge-based resources and curricula
- Enables practitioners to gain the competence and confidence needed to be high performers in global markets
- Leads the evolution, maturation and growth of the international trade profession

If you are looking to enhance your competence in international trade you can be assured that FITT 25th Anniversary Conference: Your Future in Global Markets is:

- Your resource and forerunner in defining international trade knowledge, trends and practices; and,
- Leading the evolution of the international trade profession and maturity of its practice

Why this Conference?

FITT 25th Anniversary Conference: Your Future in Global Markets will bring together 300+ individuals, the majority representing small and medium-sized enterprises involved in global business; and, will also include delegates from the international trade community including: leaders, SME owners, managers, government employees, educators and students. The program features keynote presentations by thought leaders in their field and workshops focussed on Building a Team, the International Market Place and Meeting Your Future.

Participating in FITT 25th Anniversary Conference: Your Future in Global Markets will provide you with a network of international trade expertise and resources to help develop your competence, making work easier and lending credibility to your professional status.

Post-Conference Reporting

Commit to your manager up front that you will prepare and share a post-conference report with him/her and the team. A post-conference report of one to three pages conveys key information about the conference to people who did not attend, and ensures that you will transmit its value effectively to your organization.

Examples of information you might include in the report are:

- Executive summary of key themes, concerns, ideas, and practices discussed
- Keynote session highlights
- Specific workshop session highlights
- Networking event take-aways (new contacts, why they are important, who will follow up and when)
- Information about products and services gathered from conversations with vendors in the Showcase
- Program ideas or recommendations picked up or thought up while at the meeting

Consider working on the report while at the conference or during travel back home. This is when the information is freshest in your mind so it makes the report much easier to write and quicker to deliver.

Justification Letter to Manager Template

Adapt and submit [this letter](#) to your manager to help you demonstrate why you should attend the FITT 2017.