

AUSTRALIAN WATER

ASSOCIATION

JUSTIFY YOUR ATTENDANCE YOUR HOW-TO GUIDE

With the grasp on company budgets becoming tighter, we understand that it can be difficult to communicate the value and return on investment of attending a beneficial industry event like the 2023 Young Water Professionals Regional Tour to your employer.

That's why we've developed a how-to guide to help you convey the direct benefits to your employer. Download and read the pack and adjust it to suit your needs.

FIRST UP

- Remember to highlight what you can bring back from your experience that will benefit your organisation, whether it be new contacts, knowledge, technology, or business opportunities.
- Put your hand up to deliver a presentation on your learnings from the event and how your organisation can build on the opportunities the event has presented.
- Have a plan in place for when you're out of the office. Who will make decisions on your behalf? Who will complete any unfinished activities?
- Familiarise yourself with the program and identify the speakers you'd like to network with. Learn about them and have some questions ready for when the time comes.

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PUT IT IN WRITING

Most organisations will require your proposal to attend a conference or event in writing. That's why we've developed the template below.

SAMPLE LETTER

Dear <insert name>,

I would like to attend the 2023 Young Water Professionals Regional Study Tour to be held from 8 – 9 September 2023 in North East Victoria and hosted by the Australian Water Association – the peak industry body for water professionals. This year, the Young Water Professionals Regional Study Tour will align with the theme Life Along the Waterways: Navigating the Tides of Change.

I have received the registration guide and preliminary program which details the benefits of attending. I see the return on investment as a major benefit for our department as it aligns with the following business priorities:

- <insert priority>
- <insert priority>
- <insert priority>

The Young Water Professionals Regional Study Tour will enhance my understanding of how to integrate passion for water and sustainability into action and plans for our water future. The event will also provide valuable business development and networking opportunities.

Here are the key reasons why my attendance at this event would be advantageous to both myself and the company;

- **Skill Development:** The program features a range of presentations and sit tours led by industry experts. These sessions will equip me with the latest tools, techniques, and knowledge necessary to excel in my job responsibilities.
- **Networking Opportunities:** The event will bring together professionals from various water-related sectors. The opportunity to network with these individuals will enable me to gain valuable insights, explore potential partnerships, and exchange ideas with peers facing similar challenges.
- **Professional Growth:** Participating in this Study Tour will demonstrate the company's commitment to employee development and staying up-to-date with industry best practices. The knowledge and experiences gained will contribute significantly to my overall growth as a professional.
- **Cost-Effective Learning Opportunity:** As a regional event, the conference is easily accessible, saving on travel expenses compared to attending national or international conferences. The registration fee is also reasonable, making it a cost-effective option.

In return, the company will be recognised as a leading business that recognises and rewards the contribution of YWPs in their organisation, making it the 'Employer of Choice' of many brilliant professionals. Moreover, this event will enhance my awareness of the emerging issues in the water industry, which will directly benefit the company.

I would like to seek approval for a total investment of <insert total cost> (incl. GST) at an AWA member rate.

For more information on this event, please visit https://www.awa.asn.au/upcoming-events/vic_ywp_regional_study_tour-0-0

Thank you for your consideration of this proposal.

<Insert standard close>