



LEADING TOGETHER

CONFERENCE | MIAMI, FL
APRIL 29 - MAY 1, 2019

JUSTIFY YOUR TRIP

JOIN US AT THE 2019 CONFERENCE!

Leading Together is the Council's national conference and is attended by more than 1,000 C-Suite leaders in philanthropy and other influencers and gamechangers in business, government, and academia eager to connect, learn, and share with one another.

While you recognize the value of attending Leading Together 2019, we know that travel and training budgets are tight, and justifying time away from the office can be difficult.

Use this toolkit to help you better articulate how your attendance at Leading Together 2019 will strengthen your performance and advance your organization's mission. This toolkit includes:

- Benefits guide
- Expense worksheet
- Justification letter template

If you need additional information to help justify your participation at Leading Together 2019, contact us at membership@cof.org or 703-879-0645.

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FOUR REASONS LEADING TOGETHER 2019 IS WORTH THE INVESTMENT

Attending Leading Together 2019 can help spur new ideas, forge new relationships, and bolster your professional skills.

When you propose attending, focus on what you will bring back to your organization. Here are four benefits for you to highlight to the person responsible for approving your professional development requests.

1. INVALIDABLE LEARNING OPPORTUNITIES

Leading Together 2019 offers you three days of best practices, training, and big ideas. With almost 50 concurrent sessions, learning labs, breakfast roundtables, and more led by seasoned experts, there is something for everyone — choose the sessions that most pertain to your work and interest. Conference programming will focus on four tracks: bridging divides, climate change and vulnerabilities, philanthropic practice, and inclusive economic prosperity.

PRO TIP: Use the free Council App to preview sessions and create a custom schedule for yourself. The App is the best way to stay informed of itinerary changes, speaker updates, and new opportunities. Look for the App to launch in spring 2019.

2. NETWORKING WITH PEERS

Networking is embedded into the entire conference experience. Making connections with your industry peers is a great way to forge new partnerships, recruit future talent, and elevate your organization. Opportunities for networking will be everywhere and include the Council's 70th Anniversary party, Global Philanthropy Reception and Dinner, Speed Networking Reception, New Attendee Reception, and more.

PRO TIP: Arrive early or extend your stay in Miami to provide time to meet with local philanthropists, nonprofit leaders, officials, and grantmakers. Then connect with fellow conference attendees via the Council App or by using #LeadingTogether19 on social.

3. RETURN ON INVESTMENT

Attending Leading Together 2019 will allow you and your colleagues to stay current on issues and give you actionable ways to create more impact. One single idea taken back to your home organization can save several thousand dollars and/or lead to more impactful grantmaking.

PRO TIP: Create a post-conference report and/or deliver a presentation to your colleagues so they can benefit from your conference experience.

4. BRAND BUILDING

Develop your reputation as an expert and create brand awareness for your organization by becoming more involved in the sector. Attending Leading Together 2019 is a great way to share what you know and become more engaged — you may even get asked to speak at a future event from a new connection you make.

PRO TIP: Be ready to engage. Ask questions, share your experiences, and post your insights on the Council app and on your social channels (Use #LeadingTogether19).



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EXPENSE WORKSHEET

Show the value of attending Leading Together 2019 to your supervisor by understanding your expenses and sharing the variety of benefits.

EXPENSE	COST	NOTES
Conference Registration	\$	Attending the full conference will provide you the best return on your investment, but single day registration is also available. Early bird pricing is extended to Council members through December 31, 2018; group discounts also available.
Pre-Conference Session	\$	Optional (additional fee)
Flight	\$	Use an online travel site to get a quick estimate. Miami is recognized as one of the most affordable cities to fly to in the U.S.
Hotel	\$	Discount pricing for the Loews Miami Beach Hotel (host hotel) is guaranteed through March 26, 2019. Single/Double occupancy: \$289.00/night + Resort/Amenity Package: \$13.00/night <i>Taxes and fees not included.</i>
Transportation	\$	Be sure to calculate taxi, shuttle, rental car, etc. to and from the airport and hotel.
Mileage Reimbursement	\$	Use an online mapping tool to calculate distances, then multiply miles by the GSA per diem rate for 2019.
Parking Reimbursement	\$	Hotel self-parking rate is \$16.00/night and valet parking is \$43.17/night.
Food Per Diem	\$	Conference registration includes the majority of your food and beverage needs. Check the full schedule to determine which meals are provided.
Estimated Total	\$	

WAYS TO SAVE

While attending Leading Together 2019 is an investment in your professional development, your team, and your organization's mission, we recognize budgets are limited. Here are some ways you can save:

Be an early bird. Council members save an additional \$200 off already discounted member pricing if they register before December 31, 2018.

Send five for the price of four. Invite your colleagues and register as a group—every fifth full conference registration is free. Discount extended only to Council members and all registrants must be from the same home institution.

Book your hotel early. Reserve your lodging in the hotel room block by March 26, 2019 to guarantee a space and a great rate. You can also offer to share a room to reduce hotel expenses.



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JUSTIFICATION LETTER TEMPLATE

Use the below template to help you highlight the benefits you and your organization will receive by you attending Leading Together 2019. Tailor the template to best fit your situation and then send it to your supervisor for approval.

<Insert Date>

Re: Attending the Council on Foundations' Leading Together 2019 National Conference

Dear <Supervisor name>,

On April 29 – May 1, 2019, the Council on Foundations will host their national conference in Miami, Florida, and I am requesting approval to attend.

Leading Together is recognized by the sector as the preeminent convening in philanthropy – welcoming upwards of 1,000 of the world's top thinkers and leaders in our field to discuss the big issues we are collectively confronting and explore emerging opportunities that will help to advance our organizational missions.

The timing of Leading Together 2019 is ideal.

The conference will offer more than 50 concurrent sessions, learning labs, and breakfast roundtables facilitated by leaders in the field on the topics of most importance to philanthropy. Plus, there will be sessions on emerging trends, along with inspiring plenaries and Leadership in Action talks. It is also the perfect opportunity to connect with experts and peers at a time when forging partnerships is imperative.

Sessions that I believe would particularly benefit the organization include <Insert session/plenary/site visit title along with what you expect to learn>.

<Council members only: The registration fee for Council members is \$1,199 but it can be reduced by \$200 if I register by the early bird deadline of December 31, 2018.> Additional cost savings are available if we send four or more attendees and reserve lodging early. I have calculated the expected expenses in the attached.

I hope you agree that attending Leading Together 2019 to learn, grow, and connect is a smart investment – one that will yield dividends for my colleagues and those we serve. Full conference details and programming at cof.org/LeadingTogether.

Sincerely,

<Name>

