

CDHA National Conference Tips and Talking Points

As part of justification of professional development expenses, you must be prepared to explain the benefits of attending the CDHA national conference to your employer. Here are some tips and talking points to emphasize the return on investment to receive financial support.

- **Don't delay your request!** Provide your employer with sufficient notice of your plan to attend using the justification letter in the toolkit. If you request to attend at the last minute, you may not receive financial support.
- **Emphasize how you will apply what you've learned into your clinical practice.** If your employer is subsidizing your education, they will want to understand how your attendance will benefit your clients, colleagues, and the practice. Focus on the incorporation of evidence-informed research to provide optimal client care.
- **Foster a spirit of collaboration!** Offer to share your knowledge with your colleagues in the office. You may choose to do this by sharing the presentation slides/handouts with your employer, preparing a conference report or conducting a lunch and learn for your team.
- **Plan ahead!** Be proactive and plan for your time off. Describe how your clients will be taken well care of in your absence. Depending on the size of your office, you may ask for support from a colleague or contact a local temp agency to secure replacement.
- **Emphasize the benefits!** You will have an opportunity to advance your knowledge, skills, and judgement. The collegial relationships, networking opportunities, and evidence-informed scientific information, products, and technologies you will learn about at a CDHA event is unique and valuable.
- **Ensure a timely follow-up with your employer.** Budgetary considerations are made very carefully. Remind them about the early bird discount and thank them again for considering your request for subsidization. Determine if any additional information is needed to help them come to a decision.
- **Be cost conscious!** Explain how you're planning to reduce your expenditures. By sharing a hotel room with another attendee, carpooling, accessing your CDHA membership benefits or using public transportation, your employer may be able to offset your costs even more substantially.