

ANNUAL EXTREME WEATHER CONFERENCE FOR BROADCAST METEOROLOGISTS - EMERGENCY MANAGERS - STORM SPOTTERS - 1ST RESPONDERS



CONFERENCE JUSTIFICATION TOOLKIT



STORMCENTER
LIVE



SAN ANTONIO, TEXAS
MARCH 11, 2017

THE BEST CONFERENCE FOR BROADCAST, DIGITAL MEDIA, & DISASTER RESPONSE

CONFERENCE JUSTIFICATION TOOLKIT



The StormCenter LIVE annual conference will give you first-hand access to the latest developments in forecasting, safety, preparedness, extreme weather science and best practices that will change the way you deal with extreme weather. It will also open the door for numerous opportunities to network with the nation's top extreme weather specialists and scientists. StormCenter LIVE provides the latest innovations, improvements in extreme weather forecasting and preparedness that will allow you to overcome any challenges and identify the elements you will face in communication, analysis, forecasting and response to extreme weather events.

But how do you share the value of this meeting with your supervisor in order to justify your attendance?

This toolkit includes:

- General Tips
- Reasons why your Supervisor should send you
- How to Justify Conference Attendance
- Sample Expense Worksheet
- Sample Cost Benefit Worksheet
- Sample Justification Letter

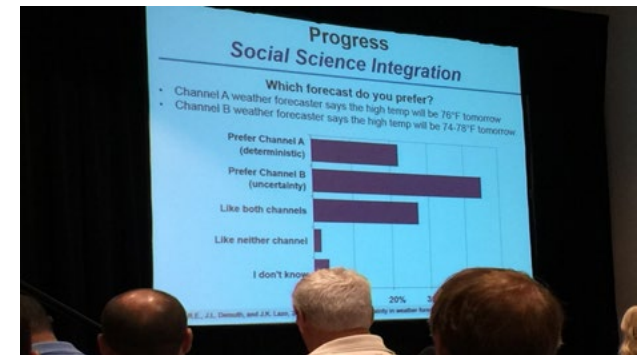
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General Tips

Things to consider that will help justify your travel and meeting expense:

- Check out the registration page and determine the various rates listed to see if you qualify for any discounted rates. (Early Registration) Be ready to present the exact amount.
- Focus on specific benefits/value that you will bring back to your office as a return on investment.
- Share your experience. Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your company.
- Share relevant meeting materials to colleagues that will benefit from the handouts and other learning materials from the conference
- Prepare a plan that will show your supervisor who will cover for you and how your workload will be handled while you are attending the meeting.
- Prepare a plan that will show your supervisor how you will cover and contribute to the newscast of the day with a live shot from the conference. (TV Media Only)
- Remind your supervisor you will be earning professional credit



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Reasons why your employer should send you to StormCenter LIVE conference

- StormCenter LIVE brings together the nation's top extreme weather scientists, broadcast meteorologists and disaster response specialists. You would not want to miss this gathering of professionals, the opportunity to learn best practices and ability to increase your network contacts.
- StormCenter LIVE has something for everyone and offers an excellent line up of experts who will share their knowledge with broadcast meteorologists, emergency managers, first responders and others who deal with extreme weather.
- StormCenter LIVE provides excellent learning opportunities showcasing cutting edge and timely topics in extreme weather analysis, forecasting, preparedness and social communication.
- StormCenter LIVE offers incredible Fact-to-Face networking opportunities. Extreme weather experts and specialists gather to share their knowledge and experience, allowing you to meet people that you rely on for information during times of extreme weather. These professional relationships will enhance your impact within your own organization
- StormCenter LIVE will provide you with invaluable opportunities to make connections.
- StormCenter LIVE offers the amazing opportunity to interview a number of extreme weather experts in one location. StormCenter LIVE provides a TV production crew to shoot and upload interview footage in the cloud for download after the conference.





How to Justify Conference Attendance

- √ Expense or Investment
- √ Return on Investment ("how much benefit will your organization make relative to the expense it will incur, if your organization sends you to the conference.



Understand Your Conference Expenses

Complete an Expenses Worksheet to develop a cost estimate for attending StormCenter LIVE. See sample worksheet on page 4

StormCenter LIVE Early Registration is only \$49 (until Feb 1, 2017)

StormCenter LIVE Regular registration is \$90

Registration includes breaks/snacks/refreshments/lunch

Hotel:

For overnight guests - HOT breakfast - waffles, fruit, biscuits/gravy - more

5:30pm - 7:00pm Kickback, enjoy free hot food/cold beverages

Free overnight parking

Wireless Internet Access

Soda and popcorn from 3:00pm - 10:00pm every night - lobby

Rate: \$129.00

Reservations: **MUST be made by Feb 27th to receive Conference rate**

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Sample Expenses Worksheet

Expense	Notes	Cost
Registration Fee (include any additional fees if applicable)	Registration Fee includes: 1. breakfast (for overnight guests) 2. free overnight parking 3. snacks/refreshments/lunch 4. News crew to shoot your interviews	\$
Meeting abstract fee (if any)		\$
Airfare	Air mileage points available to offset airfare?	\$
Accommodations	Number of nights; room rate; taxes	\$
Transportation fees	Taxi/Car rental/Airport Shuttle	\$
Mileage/Parking reimbursement	Driving to conference or to the airport for your flight?	\$
Food per diem	Company policy	\$
Miscellaneous Reimbursable	tips/internet fees/etc.	\$
	TOTAL	\$



Understand and Identify the Benefits

List the most important benefits of attending StormCenter LIVE such as:

- Earning professional credit (AMS/NWA)
- Enhancing personal competencies that will allow you to make changes to improve forecasting, extreme weather response and communication.
- Networking opportunities with the nation's top extreme weather experts.
- Enhancing your personal knowledge base and sharing it with the colleagues
- The opportunity to interview weather experts in one location for future weather projects.



Outline specific aspects of the conference and why it would be beneficial for you and your weather team.





Organizational Needs

Your Weather Team / Organization's needs:	How StormCenter LIVE will meet these needs:
Keeping current with latest weather data systems, forecasting techniques and research	StormCenter LIVE presentations will cover the latest extreme weather information and best practices to improve response, forecasting and communications.
Education: All sessions provide professional credit for broadcast meteorologists AMS/NWA	StormCenter LIVE will provide credit for sessions providing basic and advance science of extreme weather data streams, analysis and forecasting
Learn about new products	StormCenter LIVE will provide sessions that will educate attendees about the newest forecasting and data products coming online
Learn about extreme weather response	StormCenter LIVE will provide sessions that will highlight the best practices of broadcast meteorologists and their responses to extreme weather events
Learn about social media practices	StormCenter LIVE will provide opportunities to learn best practices and techniques for using social media before, during and after extreme weather events
Networking with Extreme Weather Experts	StormCenter LIVE will provide opportunities to network with extreme weather experts in a relaxed atmosphere including, luncheon, discussion groups, one-on-one discussions
Networking with peers	StormCenter LIVE will provide a number of opportunities to network with broadcast meteorologist, NWS meteorologists, storm spotters and others



Sample Justification Letter

Date _____

Dear (Supervisor's Name) _____

I would like to request approval to attend the 2017 StormCenter LIVE professional conference in San Antonio, Texas on March 11, 2017.

The conference will enable me to take part in a number of professional presentations that are directly applicable to my work. It will allow me to network with a variety of extreme weather experts and colleagues from across the country. My participation will allow me the opportunity to expand my knowledge and give me the tools and resources to enhance my performance (on-air, in the forecast office, and responding to extreme weather events).

After reviewing the program in detail, I have identified a number of items that I feel will be the most relevant and would provide the most value to the company and my professional growth at (forecasting extreme weather, utilizing the latest data systems, producing unique on-air graphics, etc.)

I am seeking support of my attendance to StormCenter LIVE, which would include registration fees, travel expenses and meals while at the meeting. A detailed cost breakdown is attached. I anticipate the total expense to be approximately \$_____.

The opportunity for me to enhance my knowledge, competencies, and establish connections with extreme weather experts makes my attendance at StormCenter LIVE a valuable investment, and a benefit personally and for our company.

Thank you for considering support of my attendance to StormCenter LIVE

Sincerely,

