

2015 TLOMA Conference - A Red Carpet Event

**SIMPLY  
EXCEPTIONAL**

OCTOBER 21-24, 2015  
BLUE MOUNTAIN  
COLLINGWOOD, ONTARIO



**TLOMA**  
The Law Office Management Association  
[www.tloma.com](http://www.tloma.com)

# Attendance Justification Toolkit

## This toolkit includes:

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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 and see if you qualify for any discounted rates. Be ready to present the exact amount.
- Focus on specific benefits/value that you will bring back to your office as a return of 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 office.
- Share relevant meeting materials to colleagues that will benefit from the handouts and other learning materials from the meeting.
- 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.

## Reasons why your employer should send you to the 2015 TLOMA Conference

### Why Attend the 2015 Conference!

1. **Peer-Driven Programming:**  
The Conference Committee is comprised of nine law firm management members who have developed the educational program based on topics and trends identified by their peers.
2. **Quality Educational Sessions:**  
With educational speakers covering all areas of administration in a law firm – there is something for everyone at TLOMA's 2015 Educational Conference, "**SIMPLY EXCEPTIONAL**". Gain valuable information from top leaders on the hottest topics and return to your firm with new and improved knowledge and ideas.
3. **Value:**  
With the tremendous support of our sponsors, we are able to offer competitive registration fees. The cost for TLOMA members to attend this 3 day conference is \$750 + HST – up to May 22nd, 2015, and \$900 + HST thereafter. This includes all educational sessions, entrance to the Trade Show, meals and networking events. Travel and hotel expenses are additional but are at specially reduced group rates. Book early and save \$150!
4. **Return on Investment:**  
Tap into the knowledge of fellow attendees and chat with our Business Partners. Many members have found the Conference to be a valuable source of information which can be used to save their firm money and more than justify the cost of attending.
5. **High-Energy Keynotes:**  
The conference begins with impactful, inspirational keynote speaker **Jon Montgomery**, *Gold Medal Olympian and Host of Amazing Race Canada* and concludes with **Tim and Kris O'Shea**, who will take us on a hilarious journey through the ups and downs of dealing with change.
6. **Experienced Speakers:**  
Our agenda features some of the most sought-after speakers and members of the legal community sharing their experience and knowledge. This year, we introduce two expert panels –



Managing Partners and Technology Directors. We also have sessions on Marketing, Alternative Fee Arrangements, Employment Issues, Wellness and Training the Brain – to help us remember all that we learned.

**7. Diverse Formats:**

Conference sessions will be presented in a number of different formats to meet a wide variety of learning styles. From discussions to panels and attendee-driven sessions, there is something for everyone.

**8. Multiple Networking Opportunities:**

Many attendees rate networking as the most important benefit of TLOMA conferences. We offer a number of settings in which to connect and network, and we allow enough time between sessions for you to share and discuss your newfound knowledge. Many of the connections with colleagues and business partners go beyond the Conference and become a source of support for our members.

**9. Business Partner Trade Show:**

Explore the Trade Show that will feature 50 plus key business partners from the legal market. Find market-ready solutions and services for your firm or department and discover the latest technologies that can result in greater efficiencies.

**How to Justify Conference Attendance**

- Expense or investment
- Return on Investment (“how much benefit/profit will your organization make relative to the expense it will incur, if your organization sends you to the meeting?”)

**Understand Your Conference Expenses**

- Complete an Expenses Worksheet to develop a cost estimate for attending the 2015 TLOMA Conference. See sample worksheet.

Expense	Notes	Cost
Registration Fee (take advantage of Early Bird Registration Fee until May 22, 2015 and save \$150)	Registration Fee includes: 1. all meals 2. all keynotes and workshops 3. Trade Show 4. all networking events 5. all materials	\$
Speakers' Publications	Books	\$
Accommodation	Number of nights; room rate; taxes; internet included	\$
Transportation Fees (Take the Conference bus for only \$60)	Conference bus or mileage if driving. Airfare (if applicable) Taxis/Car rental	\$
Food Per Diem	Included	\$
Miscellaneous reimbursable expenses (e.g., tips, etc.)		\$
	Sub Total	\$
<b>Total number of employees attending #</b>	<b>TOTAL</b>	<b>\$</b>



## Understand and Identify the Benefits

List the most important benefits of attending the 2015 TLOMA Conference, such as:

- Applying for credits or continuing education credits and sharing information with colleagues
- Enhancing competencies that will allow you to make changes to improve processes and services at the law firm
- Networking opportunities to enhance knowledge base and to form connections for professional support
- Sharing your gained knowledge with others in the workplace
- Clearly outline specific aspects of the meeting and why it would be beneficial for you and your team/organization.

Session	Application to the Team/Organization
Opening Keynote Speaker - Jon Montgomery – <i>Gold Medal Olympian – Skeleton 2012 Vancouver Games,</i> <i>Host of 'The Amazing Race Canada'</i> Dreaming Big: Living Bigger	
Roundtable – The Business of Managing a Law Firm in the 21st Century	
Train your Brain to be a Superstar Brain	
Why Wellness? Why Now?	
Four Things Your Firm Can Do to Bring in More Business	
Technology Leaders Roundtable – Trends in Legal Technology Today	
Staying Ahead of the Curve with Employment Issues	
Alternative Fee Arrangements and Doing More with Less	
Closing Keynote - Tim and Kris O'Shea Change 180: Dealing with Change through Humor	



## Justification Letter

Sample Justification Letter template, explaining the benefits you will get from attending the 2015 TLOMA Conference, how the meeting will make you a better employee and help advance your team/organization:

Date

Dear (Supervisor's Name):

I would like to request approval to attend the 2015 TLOMA Annual Conference from October 21-24, 2015 in Blue Mountain Resort, Collingwood.

The meeting will enable me to attend a number of educational sessions that are directly applicable to my work and will allow me to network with a variety of law office administrators, colleagues and business partners. My participation will allow me the opportunity to expand my knowledge and give me tools and resources to enhance my performance at [     ].

After reviewing the program brochure in detail, I have identified a listing of sessions that I feel are most relevant and would provide the most value to my professional growth at the firm.

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

The opportunity for me to enhance competencies and to establish connections with other law office administrators makes my attendance at the 2015 Annual TLOMA Conference a very valuable investment, and a benefit on both personal and professional levels.

Thank you for considering support of my attendance at this conference.

Sincerely,