



Thank you for your interest in attending SOPHE 2020. SOPHE has created the following guide to help you seek funding and justify your travel expenses to your organization. Please use the following information as needed.

At SOPHE 2020, health and education professionals gather to explore and tackle challenges, connect with public health leaders and subject matter experts, and receive valuable educational information.

Attending SOPHE 2020 is not only an investment in you, but in your organization and program. When you request funding, it is key to focus on what you will bring back to your company as return on investment:

- After attending SOPHE 2020, you will return with new evidence-based research, updated best practices, new tools, and new connections to share with your colleagues.
- SOPHE's Annual Conference Program Committee – comprised of renowned health education and health promotion experts in the field – planned the conference with **you** in mind. Speakers and workshops are carefully selected to be relevant and applicable for working professionals.
- In SOPHE's 71st year, we remain an organization that continuously strives to improve and elevate the health of all people, through collaboration across health and non-health sectors, advocacy for improved policies and systems, and fostering the circle of research and practice. We are committed to addressing the determinants of health and improving health outcomes through health education and promotion in all practice settings.
- SOPHE 2020 is a great way to earn continuing education credits. By attending and obtaining your continuing education credits, you have a hands-on opportunity to learn from industry professionals. Remind your supervisor that the conference offers valuable training hours you can apply towards required continuing education, with no additional fees required.
- SOPHE 2020 provides many opportunities to network and collaborate with people who share your interests. These connections can be beneficial for your personal professional development, as provide opportunities for your company to create new partnerships.
- Plan ahead! By registering early, you can save your organization money.
- Offer to prepare and present an overview of what you learned at the conference with your coworkers. Bring back speaker handouts and share them with your office. As an attendee, you have unlimited access to materials posted by speakers.

Understand the benefits of attending SOPHE 2020

The time you spend at the SOPHE Annual Conference will be the most cost-effective educational and training choice you will make all year. When you propose the conference for approval, do not focus on how much you want to go; instead focus on what you will bring back to the organization as a return on their investment:

- Session content: What sessions are relevant to your organization’s work or latest public health and education challenges?
- Best practices: Which sessions will most positively impact your research, practice or teaching?
- Training: What skill-building workshops will teach you special skills needed to reach your priority populations or overcome current or future challenges?

Although you may understand the benefits of attending a conference that interests you, your company administrator may not. Therefore, justify the conference by clearly stating the connection between your institution’s knowledge requirements/needs and the conference program.

To support this process, complete the following *Benefits Worksheet* to help you focus on the benefits. Use whatever makes sense for your situation.

Benefits Worksheet

Your organization’s needs	Sessions & training that meets the need
Networking to develop new partnerships, funding opportunities, or meet with national leaders	
Team building (If you plan to attend with a group)	
Current practices and processes that can help solve an organizational/public health problem	
Cutting-edge research, programs, practices and processes	
Current technologies applied to health issues	
Future technology exploration	
Vendors with tools and resources – interact to learn more or test before a purchase	
Promote/market your organization’s brand, research, or new tools/resources	
Develop new skills to expand organization’s impact or reach	

Expense Worksheet

Expense	Cost
Conference registration (reduced fee for SOPHE members; cost saving if not already a SOPHE member)	
Pre-conference workshop (if applicable)	
Travel/Flight/Car	
Hotel	
Food (per diem)	
Other Transportation Costs (cab fare, parking, mileage reimbursement, etc.)	
Subtotal	
Total number of employees attending	
Total	