



**sophe** 70 Years March 26-29 2019  
annual  
conference

Elevating Health through  
The Power of Many

Salt Lake City UTAH MARCH 26-29

Thank you for your interest in attending SOPHE 2019. We would love you to join us – perhaps the following can help convince your boss/management team that your attendance is an investment in your professional development.

SOPHE 2019 is the leading conference where health and education professionals gather to explore and tackle challenges, connect with thought-leaders and subject matter experts, and walk away with educational materials you can use at your organization.

When you propose attending, it is key to focus specifically on what you will bring back to your organization as a return on the investment:

- Attending SOPHE 2019 is not only an investment in you, but your organization and team. After attending SOPHE 2019, you will return with new evidence-based research, updated best practices, new tools, and new connections.
- 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. In SOPHE's 70th 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 2019 provides many opportunities to network and collaborate with people who share your interests and can provide the latest evidence-based practice or research.
- SOPHE 2019 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.
- Plan ahead! Be prepared to share your plan of who will cover for you while you attend the conference and by registering early, you can save the organization money.

- Offer to prepare and present an overview of what you learned at the conference with your supervisor and colleagues. Bring back speaker handouts and share them with your colleagues. As an attendee, you have unlimited access to materials posted by speakers.

### **Understand the benefits of attending SOPHE 2019**

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 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, use the following *Benefits Worksheet* to help you focus on the benefits. Use whatever makes sense for your situation.

### **Benefits Worksheet**

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

## Expense Worksheet

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