**SCC78 Justification Toolkit**

In a constantly evolving industry like cosmetics and personal care, achieving effective results day-to-day requires exposure to innovation, education, and new ideas. SCC’s 78th Annual Scientific Meeting & Showcase will help you discover and implement ideas and technologies that deliver results – with a time investment of just 2.5 days!

At SCC78, you will have access to:

* Industry thought-leaders, subject matter experts, and scientific experts from some of the most recognizable brands.
* Scientific sessions covering the latest in cosmetics research and innovation.
* Opportunities to make valuable connections with other industry professionals, clients, academics, and regulators.
* Showcase exhibitors and vendors who will help you succeed in your next project.

You recognize the value of attending the Annual Scientific meeting, so we’ve put together this Justification Toolkit to help you present your business case for attending. This toolkit includes:

* What’s in it for You…and Them!
* Calculating ROI of SCC78
* Requesting Support from the Decision Maker

**What’s in it for You…and Your Employer!**

Travel and training budgets are tight these days, so justifying your attendance is driven not only by what you’ll get by attending, but what your employer will get out of you attending. Here are some things you might want to consider when preparing your justification:

* Focus on what you will specifically bring back to the organization as return on their investment.
* Offer to prepare and deliver a presentation to your colleagues sharing what you learned.
* Attendees get access to recorded sessions, so offer to share watching a session over lunch with your boss or colleagues.
* Remind your supervisor that SCC78 is the only 2.5 day meeting that offers this much content (3 keynotes and 8 breakouts/panel discussions), and is less expensive than registering for other separate courses or events.
* Show a plan for who will cover for you while you are out of office attending SCC78.
* Registering during early bird can save you nearly 30% off the on-site registration fees!

**Calculating ROI of SCC78**

The bottom line is important; in order to get approval, you need to demonstrate what the investment will be (financial/time) and what their return on that investment is.

***Estimating Your Expenses***
Attending SCC78 will be impacted by several factors – your location, travel & transportation means, hotel nights needed, and more. We’ve put together a quick proforma expense sheet to help you identify potential costs associated with attending SCC78.

|  |  |  |
| --- | --- | --- |
| ***Expense*** | ***General Information*** | ***Costs*** |
| **Registration** | *Full access ($870-$1,465 depending on member type and when you register)* |  |
| **Travel** | *flight, train, bus, subway, etc. (or personal mileage reimbursement)* |  |
| **Lodging** | *$259/per night @ JW Marriott LA Live – save $30/night destination fee when you book directly through our* [*exclusive room block*](https://www.scconline.org/Events/SCC78-Annual-Meeting/Hotel-SCC78) |  |
| **Parking or Uber/Lyft** | *$30-65 depending on location(s)* |  |
| **Meals/per diem** | *(daily breakfast, lunch, coffee breaks/snacks, receptions are included with your full access or daily registration)* |  |
|  | ***Subtotal*** |  |
|  | ***Multiply by # of employees attending*** |  |
|  | ***Grand Total*** |  |

***Quantifying the Benefits of Attendance***

It’s not always easy to quantify the intangible benefits of attending a meeting or conference. Our attendees always rank networking as one of the top three benefits of attending the SCC annual meeting – but how do you put a value on that? You need to communicate how it brings value to the organization. The contacts you create have saved you time, money, and research because someone you connected with at a prior meeting had the same issue and discussed how they solved it.

Other ways to quantify benefits of attendance include:

* Highlighting specific session content and how it is relevant to your project or work.
* Highlighting specific speakers/experts to connect with on innovative solutions or technologies.
* Noting specific vendors in attendance to discuss projects or opportunities or source new ingredients.
* Creating opportunities to have face time with current clients or develop new ones.

In short, create a list of who and what you want to see and why, and then translate that into benefits for your employer by describing how it will save them time or money.

**Requesting Support from the Decision Maker**

Now that you’ve done all the legwork, it’s time to ask the Decision Maker. We’ve crafted the template below to help give you a starting point for “the ask.”

Dear < Decision Maker >,

I would like to attend the SCC’s 78th Annual Scientific Meeting & Showcase – the only event of its kind in Greater North America, bringing together more than 40 speakers/experts for 2.5 days of scientific education focused on < insert topic(s) of relevance >. The meeting is being held in Los Angeles, December 11-13, 2024.

Attendance will enable me to participate multiple education sessions directly applicable to my work highlighting the latest in research, innovation, and ingredients. Further, it will allow me to connect with a variety of subject matter experts and colleagues from around the globe to discuss challenges and opportunities. Of particular interest to me is < insert session(s) name > since it will cover < insert benefits specific to your responsibilities >.

Upon review of the education sessions, my attendance will allow me to gain further knowledge and understanding in < insert specific area > and how we can potentially improve our projects and processes.  The session speakers are industry experts and colleagues who have worked on similar projects in < insert specialty area >. Some of the other sessions I would attend are:

Insert the session names/descriptions which most apply to your responsibilities

* < insert session name > < insert benefit >
* < insert session name > < insert benefit >
* < insert session name > < insert benefit >

I am seeking support from the company for the registration fee, travel expenses, lodging, and < insert other costs >. An estimate of the costs is included below:

Insert the cost estimate you developed here

This unparalleled opportunity for me to gain inspiration, learn about new innovations, and connect with industry experts from some of the industry’s most well-respected organizations at SCC78 is a wise investment, which will yield rich dividends for < insert company name >.

With sincere thanks for your consideration,

< insert your name >

< insert title / department >

**DON’T FORGET - customize this template to what will speak to your boss’ or organization’s needs!**

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