**IFMA’s World Workplace 2015 Checklist**

**Detailing the ROI for Your Employer/Supervisor**

*After you submit a proposal letter to your employer/supervisor, be prepared to discuss specifics in a face-to-face meeting. Keep in mind —* ***you*** *understand the benefits of attending a conference dedicated to your profession, but your employer may not. Communicate the value of the investment in terms that are important to business executives. Focus on what your organization will gain as a result of your attendance.*

**❑ Justify the expense & time away from the office.**

* Focus on what you’ll specifically bring back to your company.
	+ Prepare a sample agenda of session titles that apply to your responsibilities, programs you direct and issues you’re handling right now in your workplace.
	+ List exhibiting companies, highlighting products and services that can address current facility problems or upcoming projects.
	+ Offer to deliver a presentation to staff, sharing what you learned — a single investment in your registration could benefit the entire team.
* Three days at World Workplace equates to only 1.2% of your total work year — a small trade-off to ensure that your team has reliable information from the globally recognized resource for facility management.
* If you’re a Certified Facility Manager® remind your supervisor that you can earn 20 CFM® maintenance points as an attendee. Maintaining your professional certification protects that investment, especially if your company provided support during the CFM process.
* If you’re an IFMA member, stress that you receive a $290 savings (early bird rate) off the nonmember price, illustrating the benefit of your association membership.

**❑ What you learn will benefit the entire organization.**

* Tie session content to the type of facility or business sector you support.
	+ List comparable businesses/organizations represented by the speakers — these experts understand the challenges and opportunities you face in your workplace.
	+ List sessions that address new technologies, sustainable programs, field-tested processes and case studies relevant to your organization’s goals and objectives.
* Point out that session handouts and conference proceedings can be shared with other staff members to enhance their professional development.
* If current products and programs haven’t been working in your favor, emphasize that you can compare practices with colleagues, and see hundreds of products and services from the leading names in facility-related solutions.
	+ World Workplace draws attendees from around the world — these colleagues are available to answer questions and provide direction well after the event.
	+ World Workplace exhibitors are a part of the learning experience — through demonstrations, informational sessions and one-on-one meetings, you’ll understand how products work and build long-term relationships with reputable vendors.