# Determine Your Expenses

Conference expenses are influenced by a number of factors. Before you can begin to justify conference expenses, you need to calculate what those expenses will be. Use the following Expense Worksheet to develop a cost estimate for attending SHSMD Connections 2025, October 12-14, 2025, at the Hilton Anatole, 2201 N. Stemmons Fwy, Dallas, TX 75207.

## Expense Worksheet

|  |  |  |
| --- | --- | --- |
| **Expense** | **Guideline** | **Cost** |
| Conference Registration | Register by August 11 to lock in early-bird savings | $ |
| Travel | See the registration website for airline discounts | $ |
| Hotel | $289 avg nightly rate plus taxes/fees. | $ |
| Food & Beverage | Complimentary breakfast and lunch (Monday & Tuesday) + snacks & receptions. | $ |
|  |  |  |
| Total |  | $ |

# Understanding the Benefits

It's important to show your supervisor why your attendance will benefit not just you, but your entire team. Emphasize that you will learn new skills, techniques and innovative approaches. Identify specific sessions you’re planning to take that have particular relevance to your organization’s work. Highlight speakers, exhibitors and other potential partners in attendance who can help advance your organization’s objectives.

When you propose a conference for approval, demonstrate how your attendance can bring value back to your team and boost efforts to accomplish your organization’s goals. Clearly articulate the connection between your organization’s goals and needs and the conference program. To support this process, use the following Benefits Worksheet to help you focus on the benefits.

## Benefits Worksheet

### Your Organization’s Benefits

Examples on how attending the conference will provide the insight and training to help me in my role, help our department, and assist our organization and community.

### Networking Benefits

1. This conference will allow me to network with other health care [choose best fit: marketing, communication, business development, strategic planning] peers. I will learn about the latest tools, resources and methods, and hear new ideas and best practices.

### Teambuilding (if sending a big part of your group)

1. This conference will help advance our team. Team members will discover and discuss new tools, best practices and processes and how we can apply them in our organization.
2. I will get access to a variety of tools from presenters including all slide decks.

### Current Tools

1. By registering for the “premium rate” for $100 more, I will get access to all concurrent session recordings through 1/31/26. This allows me to watch any sessions I couldn’t attend in person.
2.

### Future Tools Exploration

1. Refer to the agenda and pick out sessions you plan to attend that help you plan for the future.

### Current Strategies

1. Identify solution providers attending the conference, who can assist you with current challenges.

### New Products and Technologies for Your Organization

### I will meet with solution providers who have expertise in a variety of products that could assist our organization such as…

[Excerpted from Mike Doyle, manager, author, teacher, conference organizer and founder of the Documentation & Training Conference.]