VSCPA
Virginia Society of CPAs

Register

VSCPA CPA LEADx

2020 ROI Toolkit

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Ready to take your career to the next level?

VSCPA Leadership Academy has been reimagined to bring you CPA LEADx on Dec. 1–3, 2020. We've partnered with InnerWill, an industry leader on values-based leadership training, on this three-day virtual program designed to increase your leadership capacity and take charge of your career growth.

So how do you share the value of this event with your supervisor in order to help justify your attendance? Here's some information to help! Set goals and clearly define objectives so you can easily parallel your organization's investment with all the ways you both will benefit.

TIPS FOR SHARING *conference benefits*

Here are a few things to consider when selling your supervisor on the training expenses:

• Focus on what you will specifically bring back to the organization as return for the investment.
- • Session content. How are the sessions relevant to your organizational work?
- • Best practices. What sessions will immediately benefit your organization?
- • Training. What sessions or skills will help you grow and/or help your team overcome current or future challenges?

• Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned. That way others in your office will get the benefits of your attendance, too.

• Share the agenda and speaker handouts with your colleagues. As an attendee, you have unlimited access to materials posted by speakers.

• You will build a community of your peers that you can use as a resource after the event. We will make it easy for you to stay connected with other attendees through ongoing trainings.

• If you need CPE credits, remind your supervisor that this is a great way to earn up to 18 CPE credit hours.

Visit **vscpa.com/CPALEADx** to view more details about the conference agenda.

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TIPS FOR SHARING *conference benefits*

ROI DASHBOARD FOR YOUR SUPERVISOR

What is the cost of you attending event?

This year's program is virtual, so you'll only have a registration fee. Plus, this year only, we are offering a special 20% discount.

What answers can I find here for problems our organization is trying to solve?
List session names, speakers, companies represented, etc.

Are there any testimonials from people who have attended in the past?
We have several! Check out the last page of this packet!

How will you value the experience of this event?
The cost of the problems you are trying to solve, the answers you are looking for, the people you will meet, etc.

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FOR THE REGISTERED ATTENDEE: PRE-EVENT

Here are three questions that I will ask during this event.

What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, etc.)?

What problems am I trying to solve?

What new experience will I seek out at this event?

TIPS FOR SHARING *conference benefits*

FOR THE REGISTERED ATTENDEE: DURING EVENT

What are my key discoveries, solutions and surprises?

What contribution have I created during the program?

How am I doing?

If I'm not where I need to be, what do I need to do to get there?

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FOR THE REGISTERED ATTENDEE: POST-EVENT

What are the tangible things that I am bringing back from this event?

What relationships did I create? Who do I need to follow up with?

What was my one key takeaway?

What solutions did I find and how will I implement them?

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TESTIMONIALS FROM *past attendees*

"The program was well planned and executed. I left feeling very motivated and inspired! I would definitely encourage others in my firm to register for future trainings"

"The event topics and discussion leaders were well-developed, challenging, and engaging. It was a very meaningful program and I got a lot out of attending."

"This is one of the best and most productive learning opportunities I have ever been to. I left feeling like I could actually apply everything I learned into my current work, and the presenters were phenomenal!"

"This program really encourages you to think of leadership in new ways and gives you a better sense of the areas you may need to grow and those you should utilize more readily."

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