



International Oil Spill Conference

API • BSEE • IMO • IPIECA • NOAA • PHMSA • USCG • USEPA

IOSC 2020

May 11-14 | New Orleans, LA

2020 International Oil Spill Conference (IOSC) Justification Toolkit

Because organizations are limiting travel and budgets. We are here to help you develop a strong justification for attending IOSC 2020. Use the tools in this kit to explain how attending IOSC will be a smart investment in both your personal career growth and the growth of your organization.

Focus on the Bottom Line

When resources are tight, focus on the bottom line: costs vs. benefits. This worksheet will help you determine the full cost of attendance and identify the benefits you and your organization will gain. Customize the justification letter on the last page to help you draft a formal (and persuasive) request for funding.

Creative solutions can help you get your request approved. Consider these options:

- Before meeting with your supervisor, prepare a plan that shows who will cover your duties while you IOSC.
- Offer to prepare and deliver a short presentation and Q&A session for your colleagues to share what you learned. This way, your coworkers will also benefit from your attendance.
- Share speaker handouts with your colleagues. As an attendee, you will have access to presenter materials that are easily downloadable once you return home.

[Contact](#) the IOSC staff if you need additional information or support when drafting your request. We look forward to seeing in New Orleans!

Step 1: Determine the Costs

Before you can justify your expenses, you need to calculate what they will be. Use this worksheet to estimate the total cost of your attendance.

| Expenses <i>all fees listed below are in USD</i> | Cost |
|---|------|
| Registration Cost Early Bird (Register Before XXX): <ul style="list-style-type: none">• Industry Full Conference - \$1,095• Industry Single Day - \$695• Government Full Conference - \$795• Government Single Day - \$495• Academia Full Conference - \$795• Academia Single Day - \$495• Student - \$495• Exhibit Hall Only - \$95 | \$ |
| Flight Visit a travel website to estimate your flight cost. The Louis Armstrong New Orleans International Airport serves the greater New Orleans area. The airport is conveniently located 30 minutes away from the hotels where IOSC has secured discounted room rates. | \$ |
| Lodging IOSC has secured discounted room rates at the following hotels: <ul style="list-style-type: none">• Hilton Garden Inn New Orleans Convention Center (Rate available until April 7, 2020)<ul style="list-style-type: none">○ 2 Queen Beds - \$249/night○ 1 King Bed - \$239/night• Hilton New Orleans Riverside (Rate available until April 17, 2020)<ul style="list-style-type: none">○ 2 Queen Beds - \$269/night○ 1 King Bed - \$269/night• Hampton Inn and Suites Convention Center (Rate available until April 17, 2020)<ul style="list-style-type: none">○ 2 Double Bed - \$219/night○ 1 King Bed - \$219/night | \$ |
| Transportation from the Airport & Parking Information The Convention Center is easily accessible from the Louis Armstrong New Orleans International Airport by limousine, airport shuttle and taxis. <ul style="list-style-type: none">• Limousine - \$115• Super Shuttle - \$24• Taxi - \$36 In addition to the options listed above, ride-sharing services such as Uber and Lyft are also available. The price for these services vary depending on time of day and demand. | \$ |
| Meals Use this section to calculate the cost of meals for your trip. Lunch will be provided for all attendees from Tuesday, May 12 through Thursday, May 14. | \$ |
| Subtotal Per Person | \$ |

| | |
|--|----|
| Total number of employees attending | |
| Total Cost | \$ |

Step 2: Outline the Benefits

When showcasing the benefits of the IOSC, focus specifically on what research you will bring back to your organization as a return on their investment. Use the [Program](#) on the IOSC website to answer these questions:

- Which sessions have research relevant to the work your organization does?
- Which sessions can teach you a skill or solution that will help your team overcome current or future challenges?
- Are there any speakers your organization would benefit from hearing from or working with?
- How can networking open doors for your organization? Could the people you meet help your organization further its mission?
- What value could you get from discussions with other oil spill response professionals?

When considering these questions, keep these tips in mind:

- List specific sessions you plan to attend and explain how they will impact you, your organization, and your job.
- Clearly make the connection between your organization's needs and the benefits you are identifying.
- If the budget approver is outside of your department, do not assume they understand your department's goals or any technical terms. Spell out the impact for them.
- Passion is the best persuasion technique – let yours shine through in your letter.

Step 3: Draft Your Justification Letter for IOSC 2020

Below, you will find a Justification Letter template — to help you explain to your supervisor the benefits you will receive from attending the conference, how it will make you a better employee, and helps advance your organization. This general template will get you started while allowing you to customize it to you and your organization's particular needs.

Dear < **approver's name** >,

I would like to attend the [2020 International Oil Spill Conference \(IOSC\)](#), taking place May 11-14, 2020 at the New Orleans Convention Center in New Orleans, LA, USA. IOSC provides a vital forum for professionals from the international oil spill response community, including private sector, government, non-government organizations, to come together to tackle the greatest challenges facing us with sound science, practical innovation, social engineering, and innovation.

This conference will feature 13 short courses, over 160 papers presented across almost 50 breakout sessions, and an exhibit hall with more 75 companies and organizations showcasing their latest products and research.

This evidence-based, interactive event will enable me to attend a number of educational sessions that are directly applicable to my work. I will also be able to network with an international group of oil spill response professionals. This allow me to exchange ideas and lessons learned from around the world that can be applied at our local level.

Presentation topics range from < **list relative topic** > to < **list another relative topic** >, and I am confident that the education and skills that I gain will be directly applicable to my work. After carefully reviewing the [meeting program](#), I have identified a number of key sessions that I would like to attend:

- **Session 1 and how it will benefit you, your department, and your company**
- **Session 2 and how it will benefit you, your department, and your company**
- **Session 3 and how it will benefit you, your department, and your company**

Getting the information at an in-person event will greatly reduce the research time and costs that <**your organization's name**> would normally incur around these topics. I have only listed some of the sessions that I will attend. Including them all would make this request much too long.

In order to attend the meeting and gain these benefits, I am seeking sponsorship of < **total amount you need** > for the following expenses:

Registration: <\$xxxx>
Round-trip Airfare: <\$xxxx>
Ground Transportation: <\$xxxx>
Hotel: <\$xxxx>
Meals: <\$xxxx>

The opportunity for me to develop a network of colleagues and to gain knowledge in specific areas makes my participation at IOSC a wise investment that will yield rich dividends for our organization. Please let me know if you have any questions, or would like more information.

Total registration for the event: <\$xxxx>

Sincerely,

< **your name here** >