

## JUSTIFICATION TOOLKIT

We want you to have the opportunity to join hundreds of Texas' thought leaders and changemakers at the Healthier Texas Summit, and it's our mission to help you make the case to your upper level management. The following tools and information can help you justify your attendance to the Summit.

## FAST FACTS:

### Dates:

October 17-18, 2019

### Location:

AT&T Executive Education & Conference Center  
Austin, Texas

### Registration Rates Before June 30, 2019:

Student: \$45.00  
Educator: \$100  
Nonprofit/Government: \$150  
General: \$200

### Registration Rates On Or After July 1, 2019:

Student: \$45.00  
Educator: \$150  
Nonprofit/Government: \$200  
General: \$250

## MAKING THE CASE:

- » Emphasize the specific skills you'd like to develop or any relevant problems that can be addressed at the Healthier Texas Summit. Connect the projects you and your team are working on with the tracks that can improve and support your work.
- » Offer to take detailed notes and bring back informative materials to your colleagues as well as deliver a short presentation. This makes your attendance valuable to your coworkers as well.
- » If you are working to obtain or maintain your professional credential, remind your supervisor that this is a great way to earn your continuing education credits in one location, which may be less expensive and less time consuming than registering for individual courses.
- » Share the schedule and speakers with your colleagues. Together, you can decide which sessions to attend and which speakers might be helpful to connect with.
- » Estimate the expenses for the Healthier Texas Summit. Find ways to reduce the costs such as taking advantage of Early Bird Registration, applying for the Summit Scholarship, and staying at a hotel near a MetroRail stop outside of downtown.
- » Are your industry leaders or competitors going to be there? These groups and many more have been represented at past years' Summits:

*ACAP Health • American Airlines • Arthur J. Gallagher • Blue Cross and Blue Shield of Texas • Cigna • Dell Medical School • Frost Insurance • Health Advocate • Higginbotham • Humana • MD Anderson • Representatives from Texas ISDs including Austin ISD, Dallas ISD, Northside ISD • Seton Family of Hospitals • St. David's Healthcare • Texas A&M University • The University of Texas at Austin • Wortham Insurance*

## SAMPLE EMAIL OR LETTER:

Hi, [MANAGER],

I am requesting your support to attend the **Healthier Texas Summit** from October 17-18, 2019 in Austin, Texas. Powered by IT'S TIME TEXAS and The University of Texas System, the Healthier Texas Summit is a two-day event for Texas' thought leaders and health champions to share best practices, discuss current trends and innovations in population and community health, and make connections that will catalyze their work.

The Healthier Texas Summit offers informative sessions, town hall conversations, and interactive workshops. With more than 40 sessions to choose from, it will be possible for me to create a schedule that is tailored to our work. If I receive your support, I plan to share the Summit schedule and speakers with my coworkers to identify which sessions and speakers are valuable to the team and organization as a whole. I believe this is a beneficial opportunity to network with and learn from Texas' most dedicated and innovative health professionals.

My attendance will cost about [COST], including travel, lodging, meals, and registration. The \$\_\_\_ registration fee includes my entire participation in the conference. I will ensure my duties are covered while I am gone and will take detailed notes and give a brief presentation for our team when I return.

Thank you for considering my request. I would love to discuss this opportunity more if you have any questions or concerns!

Best,

[NAME]

**We hope to see you there! Let us know if there is anything we can do to help.**

**For questions or further assistance, please contact [coco@itstimetexas.org](mailto:coco@itstimetexas.org).**

POWERED BY:



**TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY**



THE UNIVERSITY of TEXAS SYSTEM  
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.



Supplemental  
Nutrition  
Assistance  
Program