

NACE Experience Catering and Events Conference
July 23-25, 2023 | Dallas, Texas

Benefits Worksheet

Use this worksheet to help you quantify the value of the conference benefits. You can fill in the estimated value that each of these benefits will bring your company.

Salespeople work the same way. They don't let customers infer the value of what they are selling - they make that leap for them.

Sell your conference proposition!

Your Organization's Benefits	Specific Needs and the Conference Sessions and Training that Meet the Need	Estimated Value
Education/Training	<p>Two and a half days of general sessions and concurrent breakout sessions offer professional and personal training for all attendees</p> <p>Includes topics about sales and marketing, catering and beverage trends, event execution and design, human resources, technology, and business operations</p> <p>Checkout the conference agenda online for a complete list and description of all educational sessions</p>	
Networking Benefits	<p>This conference will allow attendees to network with other professionals and vendors in the industry</p> <p>Networking with the NACE community allows attendees to get ideas and help them solve challenges with others in similar positions but located in other markets</p> <p>Networking opportunities include all food functions, networking sessions and educational breakout sessions</p>	
Anticipated deals	Attendees have the opportunity to set up meetings in advance with potential customers via the event community and the app	
Teambuilding (if sending a big part of your group)	This conference will help create cohesion within the team, providing a forum for team members to discuss tools, technologies, and processes and how they will apply them to improve company sales information, profit opportunities, workflow, and processes	
Recognition	Opportunities to gain recognition for you and your company include speaking, leading a roundtable, or apply for an award in the NACE One Awards Program	
Solutions	NACE is a community of catering and event professionals and include a lot of individuals and companies who can provide services and solutions for your biggest challenges	
Other Company Benefits		
TOTAL		

NACE Experience Catering and Events Conference
July 23-25, 2023 | Dallas, Texas

Worksheet calculating the Costs to Attend the conference

After calculating the potential benefits for the conference, you can use this sheet to calculate the costs.

Expense	Guideline	Cost
Conference Registration www.nace.net/experience - Conference Pricing and FAQs select the pass that best fits what you want to attend at the conference email conference@nace.net if you need assistance with selecting the best pass	Register by the early bird date to get the best prices	\$
Flight	To Dallas Love Field or Dallas Fort Worth Airport – whichever is more affordable	\$
Lodging	\$209/night (plus taxes and fees) – single or double	\$
Transportation: Airport to Hotel	Taxis & shuttles available – share with others to reduce cost	\$
Transportation: Hotel to Airport	Taxis and shuttles available – share with others to reduce cost	\$
Mileage Reimbursement, if applicable	Driving to conference? To the airport for your flight?	\$
Parking Reimbursement, if applicable	At airport for flight departure, or at hotel where conference is located	\$
Additional Food Per Diem	Check out the meals included in your registration item and include them here:	\$
Subtotal		\$
Total number of employees going		
= Total (multiply subtotal by # of employees attending)		\$

NACE Experience Catering and Events Conference
July 23-25, 2023 | Dallas, Texas

Sample email for your supervisor

Dear

I know how much our organization benefits because of the talented individuals who work here. One of the ways I believe we can continue to find solutions and grow my skills is through industry education.

Attending the 2023 NACE Experience Catering and Events Conference in Dallas, Texas, will provide:

- **experiential learning**, where I can engage in the creative process of catering and events as well as understand the foundations on which the industry operates
- **networking opportunities** with industry leaders and colleagues from around the country
- **educational sessions** that are facilitated by industry experts who have faced similar successes and challenges and directly relate to my job
- learning opportunities at food functions – **new trends in décor and food and beverage** – that I can bring back to benefit our company immediately
- the opportunity to meet with **current and potential clients** and others doing the same job as me in different markets
- access to the **entire list of attendees** via the conference app or future networking and marketing opportunities

I am requesting your approval for conference registration, travel, and related event expenses. I have included an estimated cost breakdown below:

Registration (save \$ if registered by early bird date):

Roundtrip Airfare:

Transportation:

Hotel:

Meals:

The total estimated cost to attend Experience is:

When I return from the NACE Experience Catering and Events Conference, I will provide a post-conference report with key takeaways and a set of recommendations that we can start using immediately to maximize our investment.

Thank you in advance for considering this request. If I can answer any questions you may have about this conference, please let me know.

Sincerely,