A close up of a sign

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MAKE THE CASE

JUSTIFICATION DASHBOARD

Complete the following form and share it with your supervisor.

**What is the cost of you attending the conference?**

*Registration, hotel, travel, etc.*

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**Who is going to be there?**  
*What relationships will you gain? Are there meaningful connections you can make?*

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**Are there influencers who will be there?**

*What differentiates this conference? What are you getting here that you can’t get somewhere else?*

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**Are there any testimonials from lawyers who have attended in the past?**  
*Check out* [*what previous participants have said*](https://www.acc.com/ccu/why-attend)*.*

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**List at least four of the sessions, with speaker names, you plan to attend.**

**1.**

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**2.**

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**3.**

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**4.**

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**What answers can you find there for problems your company and legal team is trying to solve?**  
*List session names, speakers, sponsors, etc.*

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**How will you value the experience of this conference?**

*The cost of the problems you are trying to solve, the answers you are looking for, the people you will*

*meet, the CLE/CPDs you will earn, etc.*

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