**ROI Dashboard for your Boss**

*(To be completed by you, to give to your direct manager/supervisor.)*

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| **AAOE Annual Conference ROI Dashboard** | |
| Cost of you attending event  (*Pull data from the expense worksheet included in the justification toolkit*) |  |
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| Who is going to be there?  (*What relationships will you gain? Is there business you can close? Are there clients or influencers who will be there?*) |  |
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| What differentiates this event?  (*What are you getting here that you can’t get somewhere else? Why can’t you just attend online? Will you receive CEUs for attending certain sessions?*) |  |
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| What answers can I find here for problems our organization is trying to solve?  (*List session names, speakers, exhibitors, etc.*) |  |
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| Are there any testimonials from people who have attended in the past?  (*Such as recommendation letters from practice executives and physicians*) |  |
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| 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*) |  |