FUSION 2018

Houston, TX | July 25–27

Professional Development Business Case Toolkit

Contents

Many travel and training budgets have been reduced, which means that regardless of the merits of attending the Fusion conference, you'll probably need to justify the expense and your time away from the office.

Fusion, D2L's annual global learning conference, brings together education professionals every year. This is the opportunity to share, collaborate and learn from each other – the cutting edge solutions within the education community.

We've put together a Business Case Toolkit to help you convince your institution that the ROI is substantial for attending this training.

Benefits of Attending

This is an opportunity for you to join peers and experts from around the world, to help shape the future of learning – today.

Five Benefits

1. **New Ideas:** Hear about industry trends like learner engagement, analytics and other hot topics
2. **Networking:** Gain new perspectives from over 1000 educators, representing diverse organizations
3. **Advance Skills:** Attend presentations to help optimize the way you reach learners
4. **Latest Innovations:** Learn about recent advancements from experts and early adopters
5. **Meet the D2L Team:** Our staff and partners are excited to connect with you.

Available Advantages

- Comprehensive content from education experts and D2L subject matter experts.
- A flexible program. This conference offers a combination of plenary, concurrent general and breakout sessions, roundtable discussions, networking opportunities, and the ability to custom-build your conference experience.
- Current thinking in the education community.
- Come hear experts talk about what concerns them now and into the future.

Tips and Talking Points

Here are some tips and talking points that you will want to consider--focus on what you will specifically bring back to the organization as return for the investment.

- Fusion conference offers a **comprehensive**, **time-intensive learning** environment. Your attendance will be much more **cost effective and time-efficient** compared to registering for multiple seminars or webinars. Plus, you'll minimize the time you are away from the office.

- There is an opportunity to meet **face to face with D2L** support and remedy lingering challenges, discuss work arounds, and explore solutions with tech support prior to implementation on campus

- **Professional development training** becomes critical to prepare employees to take on greater responsibility. Attendance at professional development conferences such as the

- Fusion will **provide the tools** to ensure your program is up to par.

- The **content** is appropriate for organizations of all sizes and all regions.

- Over 25 **partner contacts** and information from Fusion.

- Offer to prepare and deliver a short presentation and Q&A to your colleagues to **share what you've learned**. That way others in your court will get the benefits of your attendance, too.

- Share the **speaker handouts** with your colleagues. As an attendee, you have unlimited access to materials posted by speakers.

- If you are working to obtain or maintain your professional education status, Fusion offers **valuable training hours** you can apply towards required **continuing education**.

- Be ready with a plan that shows who will cover for you while you are attending Fusion.

- This conference will help **build your team**, providing a forum for team members to discuss tools, technologies, and processes and how they might apply to improve your team strategies.

Draft Agenda at a Glance

AGENDA SUBJECT TO CHANGE. Go to www.D2L.com/Fusion for the latest schedule.

Time Start	Time End	Agenda Item
TUESDAY, JULY 24, 2018 - REGISTRATION		
1:00 PM	7:00 PM	Registration Open
1:00 PM	5:00 PM	Welcome Drink Networking
WEDNESDAY, JULY 25, 2018 - MAIN CONFERENCE DAY 1		
7:30 AM	5:30 PM	Registration Open
8:00 AM	4:00 PM	Exhibit Hall Open
8:00 AM	8:45 AM	Breakfast
8:45 AM	9:00 AM	Mainstage - Community colleagues
9:00 AM	9:45 AM	Mainstage - Opening Keynote
9:45 AM	10:00 AM	Walking Break
10:00 AM	10:50 AM	Breakout 1
10:50 AM	11:00 AM	Break
11:00 AM	11:50 AM	Breakout 2
11:50 AM	12:50 PM	Lunch in Exhibit Hall
12:50 PM	1:50 PM	Poster Sessions in Exhibit Hall
1:55 PM	2:45 PM	Breakout 3
2:45 PM	2:55 PM	Break
2:55 PM	3:45 PM	Breakout 4
3:45 PM	4:00 PM	Walking Break
4:00 PM	5:00 PM	Mainstage - Special Guest Keynote
7:30 PM	9:30 PM	Evening Networking Event
THURSDAY, JULY 26, 2018 - MAIN CONFERENCE DAY 2		
8:00 AM	5:30 PM	Registration Open
8:00 AM	4:00 PM	Exhibit Hall Open
8:00 AM	8:45 AM	Breakfast
8:45 AM	9:00 AM	Mainstage - Community colleagues
9:00 AM	10:00 AM	Mainstage - Solutions Spotlight
10:00 AM	10:20 AM	Walking Break
10:20 AM	11:10 AM	Breakout 5
11:10 AM	11:20 AM	Break
11:20 AM	12:10 PM	Breakout 6
12:10 PM	1:10 PM	Lunch and Networking in Exhibit Hall
1:10 PM	2:10 PM	Poster Sessions in Exhibit Hall
2:10 PM	3:00 PM	Breakout 7
3:00 PM	3:10 PM	Break
3:10 PM	4:00 PM	Breakout 8
4:00 PM	4:10 PM	Break
4:10 PM	5:00 PM	Mainstage - Closing Keynote
FRIDAY, JULY 27, 2018 - POST CONFERENCE		
8:00 AM	1:00 PM	Registration Open
8:00 AM	9:00 AM	Breakfast
9:00 AM	12:00 PM	Post-Conference Training Workshops
10:30 AM	10:45 AM	Break
12:00 PM	1:00 PM	Lunch
1:00 PM	4:00 PM	Post-Conference Training Workshops
2:30 PM	2:45 PM	Break

*Agenda subject to change

Tracks and Topics Included in Fusion Program

Instruction and Design

Educators and the people who support them continue to strive to improve the achievement of student learning outcomes. These innovations and quality improvement efforts continue to add to the portfolio of effective practices in online education. This track will include both client-led and D2L-led sessions relevant to teachers, faculty, and trainers, and the people who support them such as instructional designers, instructional technologists, librarians, and accessibility advocates.

Suggested Topics:

- Active learning techniques
- Blended learning
- Competency-based education design
- Course design and quality rubrics
- Data analytics for instruction
- Flipped classrooms
- Gamification of student learning
- Open courses
- Personalized learning
- Social media for learning
- Student engagement techniques
- Web accessibility for online course design

Technical and Development

The ever-growing importance of technical expertise will be on full display in the sessions offered in this track. Brightspace site administrators, IT support professionals, and developers will share the technical aspects of supporting online learning, innovative developments with Brightspace Valence, and effective practices for user support.

Suggested Topics:

- Accessibility training
- Brightspace extensibility
- Brightspace valence applications
- Effective practices for D2L administrators
- Implementation of Brightspace products
- Mobile applications, devices, and support
- Responsive design
- Supporting online students
- Supporting online instructors

Leadership and Strategy

Engage with industry thought leaders, senior educational leaders, and D2L subject matter experts in a comprehensive review of key topics and customer case studies, as well as in-depth discussion periods. In this track, D2L invites colleagues committed to transforming their institutions to share their leadership perspectives, organizational processes, and staff development programs in an effort to help all attendees facilitate institutional change and continue to make significant progress in improving learning outcomes.

Suggested Topics:

- Accreditation for online programs
- Competency-based learning programs
- Data analytics for institutional reporting
- Developing and growing online programs
- Faculty or course evaluation
- Legal and policy issues
- Student recruitment and retention
- Proctoring and student authentication
- Professional development for online educators

Sample Business Case Letter

This is a suggested template for a letter you can draft to request employer support for your attendance to Fusion 2018 in Houston, TX. If you decide to use it, please make sure you include your organization name and the correct prices in the appropriate areas. Also, be sure to do your homework and calculate your return on investment (ROI).

[Date]

[Supervisor's name]
[Title]
[Organization name]
[Postal Address]
[City, State, Zip]

Dear [Supervisor's name],

I am writing to obtain approval to attend FUSION 2018, an annual global learning conference, taking place July 25-27, in Houston, TX. This is a valuable event, with an opportunity to learn from industry experts. The event's focus aligns directly with our department's priorities: [LIST PRIORITIES].

Every year, FUSION brings together education professionals to discuss the latest advances in Brightspace technology and the integrated solutions their partner alliance program helps to create. Over the conference days, I will have access to:

[SELECT TOP 5 OPPORTUNITIES FROM LIST]
- 100+ sessions at varying levels, formats, and topics to help broaden my knowledge base and skillset.
- The opportunity to explore many topics as industry thought leaders, evangelists, technologists, and peers share their insights and best practices in the application of technology.
- Informative and instructive tracks that will demonstrate how to fully leverage the online learning solution through training, focus groups, and in-depth roundtable discussions.
- Introductory courses for beginner Brightspace users, including product-focused seminars.
- Structured networking time with peers from other organizations to help grow our relationships.
- D2L staff and Partners eager to discuss and showcase the latest technologies and solutions available.
- The most recent version of Brightspace Learning Environment with an opportunity to learn from experts and explore new features.
- Special guest educator keynote speakers.
- The chance to meet and network with over 1000 attendees from organizations around the world in Higher Education and K-12.
- Critical information and takeaways that can help harness the potential of our Brightspace solution.

Benefits to our organization
- Opportunity to learn from peers and leading experts from around the world
- Ability to fully leverage the capabilities of the newest version of new learning solutions
- *Presentation of Key Learnings:* My attendance will also benefit the rest of the team, as I plan on sharing a post-event presentation to relay what I have learned.

Presentation Topic Highlights Include:
<mark>[SELECT TOP 5 PRESENTATION TOPICS FROM LIST]</mark>

- Accreditation for online programs
- Competency-based learning programs
- Blended learning
- Data analytics for institutional reporting
- Personalized learning
- Developing and growing online programs
- Flipped classrooms
- Gamification
- Student engagement and retention techniques
- Effective practices for D2L administrators
- Implementation of Brightspace products
- Professional development for online educators

The presentations that I plan to attend include: <mark>[list top and most relevant sessions from agenda]</mark>.

Training and Continuing Education
This conference will provide me training towards my continuing education.
If I attend every session offered in the Main Conference, I will receive 450 minutes/7.5hours. (based on a 50-minute hour). If I also attend the Post-Conference on July 27, I will receive additional 360 minutes/6 hours of training.

Post-Conference Training – Friday, July 27th
Post-Conference Training offers one full day of interactive, in-depth workshop sessions for all levels of Brightspace users. Clients will receive specialized hands on training sessions led by our highly qualified D2LTraining team and actively learn how to improve your approach to eLearning. Workshops now include sessions focused on pure product training. Essentially, product training is being offered at a great discount.

Exhibit Partners
I also reviewed the exhibit list and identified a number of solution providers that I would like to visit and evaluate. Some key exhibitors include: <mark>[Company A, Company B, Company C, etc.].</mark>

Cost Breakdown
I am requesting approval for the registration fee and travel expenses. The main conference registration fee includes the two-day conference, breakfast and dinner on both days, refreshments, networking activities, and exhibit hall entry..

Please see the cost breakdown attached in my Expenses Worksheet.

Fusion will offer me an education that I start leveraging the minute I am back at <mark>[ORGANIZATION NAME].</mark> For the benefits that I expect to derive from this conference, I believe the costs are minimal, and I hope you will support my attendance.

Thank you for considering my request. I look forward to hearing back from you!

Sincerely,
<mark>[Your name]</mark>
<mark>[Title]</mark>

Calculate ROI for Attendance - How to Justify Conference Attendance

Conference expenses are affected by a number of factors. Before you can even begin to justify conference expenses, you need to calculate what those expenses are. Use the following Expenses Worksheet to develop a cost estimate for attending Fusion.

Expenses Worksheet

Expense Cost	Guideline	Cost
Main Conference Registration	Regular Price*	$750 USD
Post-Conference Registration	Discounted price if purchasing along with a Main Conference Registration	$300 USD
Flight	Try a web travel service to get a quick estimate	$
Lodging	Fusion negotiated rates with hotel	X# of nights x ($159 or $199 + taxes)
Transportation: Airport to Hotel	Taxi – car rental?	$
Transportation: Hotel to Airport	Taxi – car rental?	$
Mileage Reimbursement	Driving to conference? To the airport for your flight? Use Google Maps to calculate distances, then multiply miles by your company cents/mile or km standard	$
Parking Reimbursement	At airport for flight departure, and/or at hotel where conference is located.	$
Food Per Diem	See your organization guidelines for per diem rules	$
Subtotal		$
Total number of employees going		
Grand Total		$

*Conference rates are reduced if register before Early Bird deadline - see Fusion Rates for more details.