FUSION 2019
Kissimmee, FL | July 15–17

Professional Development Business Case Toolkit

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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 global learning conference, brings together education professionals every year. This is your opportunity to share, collaborate, and learn from each other all the cutting-edge solutions within the education community.

We’ve put together a Business Case Toolkit to help you convince your institution that the return on investment (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 and 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 1,000 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 – a combination of plenary, concurrent general and breakout sessions, discussion forums, networking opportunities, and the ability to custom-build your conference experience with track-based sessions.
- Hear experts share their current concerns and future thoughts and ideas.
**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 your organization as a return on the investment.

- Fusion offers a **comprehensive, time-intensive learning** environment that will minimize your time away from the office. Your attendance will be much more **cost-effective and time-efficient** compared with registering for multiple seminars or webinars.

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

- **Professional development training** is critical for preparing employees to take on greater responsibility. Attendance at this professional development conference will **provide the tools** to help ensure your program is up to par.

- The **content** is relevant and thought-provoking for organizations of all sizes and regions.

- There will be ~1,000 **attendees and learning experts** from organizations around the world, as well as 25 D2L **partners to connect with** at Fusion.

- Post Fusion – prepare and deliver a short presentation and Q&A to your colleagues to **share what you've learned**. Share the benefits of your attendance with your organization.

- Share the **speaker handouts, session recordings, and learnings** with your colleagues. As an attendee, you have access to materials posted by speakers and featured session recordings, as well as a mobile app for networking directly with presenters and other attendees.

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

- Be prepared with a plan showing who will cover for you during your absence while 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.
# FUSION 2019 – AGENDA AT A GLANCE*

## SUNDAY, JULY 14, 2019 – REGISTRATION

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 PM</td>
<td>Registration Open / Welcome Drink Networking</td>
</tr>
</tbody>
</table>

## MONDAY, JULY 15, 2019 – MAIN CONFERENCE DAY 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM</td>
<td>Wellness Activity</td>
</tr>
<tr>
<td>7:30 AM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Breakfast &amp; Exhibit Hall Open</td>
</tr>
<tr>
<td>8:45 AM</td>
<td>Mainstage – Community Spotlight</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Mainstage – Opening Keynote</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Breakout Sessions (various session formats/labs/time slots all morning)</td>
</tr>
<tr>
<td>11:50 AM</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:45 PM</td>
<td>Five-Minute Fit Stretch (in Exhibit Hall)</td>
</tr>
<tr>
<td>12:50 PM</td>
<td>Five-Minute Flare Presentations in Exhibit Hall</td>
</tr>
<tr>
<td>1:50 PM</td>
<td>Breakout Sessions (various session formats/labs/time slots all afternoon)</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Mainstage – Special Guest Keynote</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Evening Networking Event</td>
</tr>
</tbody>
</table>

## TUESDAY, JULY 16, 2019 – MAIN CONFERENCE DAY 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM</td>
<td>Wellness Activity</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Registration Open &amp; Exhibit Hall Open</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:45 AM</td>
<td>Mainstage – Community Spotlight</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Mainstage – D2L Solutions Spotlight</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Breakout Sessions (various session formats/labs/time slots all morning)</td>
</tr>
<tr>
<td>12:05 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Five-Minute Fit Stretch (in Exhibit Hall)</td>
</tr>
<tr>
<td>1:05 PM</td>
<td>Five-Minute Flare Presentations in Exhibit Hall</td>
</tr>
<tr>
<td>2:05 PM</td>
<td>Breakout Sessions (various session formats/labs/time slots all afternoon)</td>
</tr>
<tr>
<td>4:15 PM</td>
<td>Mainstage – Closing Keynote</td>
</tr>
</tbody>
</table>
WEDNESDAY, JULY 17, 2019 – POST-CONFERENCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Post-Conference Registration Open</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Post-Conference Training (various half-day workshops)</td>
</tr>
<tr>
<td>NOON</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Post-Conference Training (various half-day workshops)</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Post-Conference Ends</td>
</tr>
</tbody>
</table>

*Agenda subject to change.*
Tracks and Labs Included in Fusion Program

Instruction and Design Track
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- and D2L-led sessions relevant to teachers, faculty, 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
- Content creation and curation
- Course design and quality rubrics
- Flipped classrooms
- Gamification of student learning
- Learner engagement
- Modern workplace
- Open courses
- Personalized learning
- Social media for learning
- Student engagement techniques
- Video and feedback strategies

Technical and Development Track
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:
- Effective practices for administrators
- Implementation of Brightspace products
- Mobile applications, devices, and support
- Responsive design
- Manager dashboard
- Supporting end users and other learners
- Supporting online students
- Supporting online instructors, trainers, and HR specialists

Leadership and Strategy Track
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
- 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

Accessibility Lab
Teachers, faculty, faculty trainers, corporate trainers, instructional designers, educational technologists, and accessibility advocates are just some of the people who will be attracted to the Accessibility Lab at Fusion 2019. With a focus on universal design for learning (UDL) and improving web accessibility for online courses, the Accessibility Lab will provide an opportunity for a deep dive into these important topics.

A full program of accessibility and UDL-related presentations and discussions will be sprinkled throughout the conference agenda. D2L accessibility experts will be on hand to answer questions and provide assistance, along with many of the leading accessibility professionals from D2L’s client base. Submit a proposal today to be a presenter for a session in the Accessibility Lab.

**Suggested Topics:**
- Universal design for learning
- Web accessibility for online course design
- Accessibility training
- Choosing accessible technologies for teaching and learning

Data Analytics Lab
How do clients get the data they need, and how do they know what D2L data is needed? Panelists will share lessons learned when working with the D2L data hub. Learn how raw data is transformed into valuable, actionable, reproducible reports for administrators and teachers, or better yet, share your personal experiences from your institution. Learn what statistics are available to instructors throughout a course, including content, discussions, rubrics, quizzes, and more.

Data sets, data hub, data reports? Learn all about them or teach others what you’ve learned. A full program of data analytics presentations and discussions will be available throughout the conference agenda. D2L analytics experts will be on hand to answer questions and provide assistance, along with many of the leading analytics professionals from D2L’s client base. Submit a proposal today to be a presenter for a session in the Data Analytics Lab.

**Suggested Topics:**
- Data analytics for training and instruction
- Data analytics for organizational reporting
- Effective practices with the D2L Student Success System™ functionality

Extensibility Lab
D2L developers and extensibility experts will be presenting information and providing hands-on assistance. By listening to your feedback, they will help you get the most out of the Brightspace developer platform. Whether you’re using the APIs within the Brightspace platform, building an LTI integration, or looking for a partner solution, the Extensibility Lab is the place to be! Non-techies of all types are encouraged to swing by to find new inspiration from their peers using D2L developer resources to engage learners, increase productivity, and spend more time on what matters most: teaching and learning.

This program of extensibility-focused seminars and discussions takes place throughout the conference schedule. Attendees can drop by anytime to ask questions, or even bring their own code or system design to seek help extending their Brightspace instance. Submit a proposal today to be a presenter for a session in the Extensibility Lab.

**Suggested Topics:**
- Student recruitment and retention
- Brightspace extensibility
Brightspace valence applications
LTI integrations

Training Lab
D2L trainers will present hands-on training sessions on the tools and features within the Brightspace platform throughout the conference schedule. Attendees can attend sessions presented by a D2L trainer or drop by the lab anytime to ask questions or seek help from a trainer or subject matter expert about the Brightspace platform.

User Experience Research Lab
This is your opportunity to participate in live user research and usability testing. You can sign up for a 50-minute interview and feedback session at the User Experience Research Lab and help us create the next generation of teaching and learning solutions!

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Sample Business Case Letter
This is a suggested template for a letter you can draft to request employer support for your attendance at Fusion 2019 in Kissimmee, FL. If you decide to use it, please make sure you include your organization’s name and the correct prices in the appropriate areas. Also, be sure to do your homework and calculate your return on 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 2019, a global learning conference taking place July 15-17 in Kissimmee, FL. This is a valuable event, with opportunities to learn from industry experts. The event’s focus aligns directly with our department’s priorities: [LIST PRIORITIES].

Every year, D2L hosts Fusion to bring together education professionals to discuss the latest advances in the Brightspace platform and the integrated solutions its partner alliance program helps create. Over the course of the conference, I will have access to:

[SELECT TOP 5 OPPORTUNITIES FROM LIST]

- 100+ sessions of varying levels, formats, and topics to help broaden my knowledge base and skill set.
- Five different specialized labs with presentations and discussions taking place throughout the full conference schedule. Dedicated experts will be on hand to answer questions, provide support, and share feedback.
- 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.
• Access to the most recent version of the Brightspace Learning Environment, with an opportunity to learn from experts and explore new features.
• Special guest keynote speakers.
• The chance to meet and network with 1,000 attendees from organizations around the world in educational and corporate spaces.
• Critical information and takeaways that can help harness the potential of our Brightspace solution to improve learning.

Benefits to Our Organization
• An opportunity to learn from peers and leading experts from around the world.
• The ability to fully leverage the capabilities of the newest versions of learning solutions.
• A presentation of key learnings: My attendance will also benefit the rest of the team, as I plan on hosting a post-event presentation to share what I have learned.

Presentation Topic Highlights Include:
[SELECT TOP 5 PRESENTATION TOPICS FROM LIST]
• Accessibility
• Analytics
• Assessment
• Blended Learning
• Competency-based Education
• Corporate Training
• Course Design
• Engagement and Active Learning
• Extensibility and APIs
• Gamification
• Implementation and Migration
• Mobile
• Online Programs
• Personalized Learning
• Professional Development
• Retention and Student Success
• Teaching and Productivity

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

Training and Continuing Education
This conference will provide training toward my continuing education. If I attend every slotted session offered in the Main Conference, I will receive 450 minutes/7.5 hours (based on a 50-minute hour) of training. If I also attend the Post-Conference on July 17, I will receive an additional 360 minutes/6 hours of training.

Post-Conference Training – Wednesday, July 17
Post-Conference training offers one full day of interactive, in-depth workshops for all levels of Brightspace platform users. Clients will receive specialized, hands-on half-day training sessions led by
the highly qualified D2L training team and will actively learn how to improve their approach to eLearning. Workshops include sessions focused on pure product training. Essentially, hands-on 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: [Company A, Company B, Company C, etc.].

**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.

I believe Fusion will offer me an invaluable learning experience and access to resources that I can start leveraging the minute I am back at [ORGANIZATION NAME]. 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,
[Your name]
[Title]

**Calculate ROI for Attendance – How to Justify Conference Attendance**
Conference expenses are affected by a number of factors. Before you 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**

<table>
<thead>
<tr>
<th>Expense Cost</th>
<th>Guideline</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Conference Registration</td>
<td>Regular price*</td>
<td>$750 US</td>
</tr>
<tr>
<td>Post-Conference Registration</td>
<td>Discounted price if purchasing along with the Main Conference registration</td>
<td>$300 US</td>
</tr>
<tr>
<td>Flight</td>
<td>Try a web travel service to get a quick estimate</td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td>Fusion negotiated rates with the hotel</td>
<td></td>
</tr>
<tr>
<td>Transportation: Airport to Hotel</td>
<td>Taxi – car rental?</td>
<td></td>
</tr>
<tr>
<td>Transportation: Hotel to Airport</td>
<td>Taxi – car rental?</td>
<td></td>
</tr>
<tr>
<td>Mileage Reimbursement</td>
<td>Driving to the conference? To the airport for your flight? Use Google Maps to calculate distances, then multiply the miles by your company cents/mile or cents/km standard.</td>
<td></td>
</tr>
<tr>
<td>Parking Reimbursement</td>
<td>At airport for flight departure and/or at hotel where conference is located</td>
<td></td>
</tr>
<tr>
<td>Food per Diem</td>
<td>See your organization guidelines for per diem rules</td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total number of employees going</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>
*Conference rates are reduced if you register with the pre-early bird discount code by Jan. 31 or before the early bird deadline of April 5. See Fusion Rates for more details.