ALA
Association of Legal Administrators

BUILD YOUR BUSINESS CASE FOR ATTENDING

ALA 2025 Annual Conference & Expo

MAY 18–21 Music City Center
Nashville, Tennessee

#ALACONF25

How to Justify Attending ALA's 2025 Annual Conference & Expo

Although you may be clear on the value of attending ALA's Annual Conference & Expo, securing funding from your firm or organization might require a little extra effort.

That's why we have put together this Budgeting/Funding Toolkit to help you build the business case for your approving manager to send you to Colorado.

Three Steps for Getting Your Manager's Approval:

1

STEP 1: Identify your manager's/firm's motivations when deciding your attendance. To justify your heading to the Annual Conference, you'll need to convey the connection between the information and skill requirements of your firm and the education that's being offered.

2

STEP 2: Quantify the ROI of your attendance. Before you can begin to justify the investment of attending the conference, you need to calculate the total investment.

3

STEP 3: Present your business case to attend to your approving manager. Now that you have thought about the direct benefits to your firm and the associated costs, write an email to your approving manager to support your attendance.

Here's how past attendees have benefited from attending:

"Networking with peers, growth from high-value educational sessions, connecting with members from all over the world on current trends in the legal industry, opportunities to build confidence and collaborating with [business partners] in real time on services/programs offered."

Christine Wilbur, MBA,
Orange County Bar Association

"The new ideas from the sessions and from chatting with colleagues from around the country (and world). This is a very welcoming and encouraging group of people."

Denise M. Hofstedt,
Gordon Feinblatt LLC

"Keeping current in knowledge of our industry through sessions, business partner exhibits and other legal managers from across the country.

Vicki L. Scruggs,
Spencer Fane LLP

CONTACT US: annualconference.alanet.org alaevents@alanet.org +1-972-349-5828

STEP 1: Identify Your Manager's/Firm's Motivations When Deciding Your Attendance

What is the Annual Conference?

ALA's Annual Conference & Expo is the leading event for the legal management industry, offering intensive learning, networking and discovery of the latest trends and technologies. There will be more than 50 sessions, a range of influential and thought-provoking speakers and more than 200 leading business partners serving the business of law.

What are the practical benefits for your firm if you attend?

- Proven strategies and tactics to stay ahead of the curve
- Actionable information from top leaders in the industry on emerging trends and ideas
- Information on the latest solutions from the expansive Exhibit Hall
- Important connections with colleagues and business partners
- Certification and accreditation hours from most educational sessions

When does the Annual Conference take place?

This annual gathering of legal management professionals from across the country and around the world will take place May 18–21 in Nashville, Tennessee. The conference venue and host hotel, the Music City Center, is located in the heart of Nashville.

Who is attending and how will you leverage those connections?

ALA's Annual Conference & Expo will allow me to network with legal management professionals from law firms across North America and business partners servicing the industry. You will be able to take the pulse of what is happening with the new tools, technologies, and processes available and hear new ideas.

Benefits Worksheet

Use the following worksheet to help you focus on how your attendance will meet your firm's current needs.

Your firm's current needs	How attending ALA's Annual Conference & Expo will help meet that need
Improve the legal management team's capabilities.	Nearly 50 conference sessions covering actionable information from thought leaders and industry peers. Certification and accreditation hours available.
Gain insight into how other law firms are addressing obstacles.	Over 17 hours of networking events that allow important connections to be established and developed with industry colleagues and business partners.
Evaluate new products and services serving the business of law.	Over 200 business partners will display intheexpansiveExhibitHall.

Here are a few more tips to help address your firm's current needs
Review the exhibitor list to identify specific business partners or product/services that your firm currently needs.
Review the agenda (coming soon) to hone in on the sessions you would attend to serve a specific need for your firm.
Review the attendee list (will be posted in early February) to pinpoint peers you want to connect with to hear how their firms tackle a specific challenge your firm is facing.
Are you taking the CLM exam? Be sure to draw attention to how your attendance will help you achieve the prerequisites.
Already a CLM? Make sure you highlight the recertification credits you will be able to obtain at just this one event.

STEP 2: Quantify the ROI of Your Attendance

Before you can begin to justify the investment of attending the conference, you'll need to calculate the total investment. Once registration is complete, you'll receive a link to our online reservation tool to book your hotel room. For best rates, reserve your room by **April 14, 2025**.

Fill out the **ALA 2025 Expenses and Budget Calculator here.**

STEP 3: Present Your Business Case to Attend in an Email to Your Approving Manager

Now that you have thought about the direct benefits to your firm and the associated costs, below is an email that you can customize and use to support your attendance.

Subject Line: Upcoming Professional Development Opportunity at ALA's 2025 Annual Conference & Expo, May 18–21, in Nashville, Tennessee

[DATE]

Dear [APPROVING MANAGER'S NAME],

I respectfully request your approval to attend ALA's 2025 Annual Conference & Expo, taking place May 18–21, in Nashville, Tennessee. Below I have outlined the direct benefits to [COMPANY/DEPARTMENT NAME] that I think my attendance would bring. ALA's Annual Conference & Expo has earned a reputation as the leading industry event for legal management professionals featuring intensive learning, networking and discovery of the latest trends, technologies and developments in our industry.

The educational program has nearly 50 in-depth presentations and panel discussions led by influential and thought-provoking speakers. In addition, over 200 leading business partners serving the business of law will be showcasing their products and services in the Exhibit Hall. I am particularly interested in attending [TRACK/SESSION NAMES], which are especially relevant to my work in [AREA OF SPECIALTY].

I have reviewed the exhibitor list, and there are several business partners that I plan to visit in the Exhibit Hall, including [EXPAND ON VENDORS YOUR ORGANIZATION WILL BE EVALUATING.] Meeting these contacts will help us evaluate the latest offerings that could move our products forward faster and run more efficiently.

ALA's Annual Conference & Expo also offers solutions to immediate challenges that [COMPANY/DEPARTMENT NAME] is facing that I have identified below:

[INSERT BENEFITS WORKSHEET TABLE HERE]

I appreciate that my attendance represents an investment of time and money. Below you will find a breakdown of expected costs and my plan for keeping expenses to an absolute minimum:

[INSERT BUDGET WORKSHEET HERE]

Please note that advance registration pricing ends (February 17, 2025). In order to take advantage of the early bird discount, I would greatly appreciate your response by <insert date>.

Thank you in advance for your consideration. Please let me know if you have any questions.

Sincerely,

Once you have approval to attend, here's how to register:

CALL:
+1-972-349-5828

EMAIL:
alaevents@alanet.org

ONLINE:
annualconference.alanet.org