



CAGP's 25th National Conference
on Strategic Philanthropy

**COME EXPLORE
THE FUTURE OF GENEROSITY**
at The Forks: Canada's Historical Meeting Place

April 11-13, 2018 | Winnipeg, MB

BUILD A BUSINESS CASE TO ATTEND

*CAGP's 25th National Conference
on Strategic Philanthropy*

HOW TO GAIN APPROVAL TO ATTEND THE CONFERENCE

CAGP is the only organization that enables charitable gift planners and professional advisors to collaborate and network. Each year, our members from coast to coast come together for an intensive 3-day national conference. With inspirational speakers, skilled presenters and facilitators, CAGP National Conference on Strategic Philanthropy provides an outstanding opportunity for delegates to learn, network, exchange experiences, and keep up-to-date on all new trends, issues and the latest practices in strategic charitable gift planning. While these are great reasons to attend CAGP's conference, to secure approval for your professional development costs, follow these guidelines to gain support from your organization:

STEP 1 - REVIEW THE CONFERENCE PROGRAM

Find and select sessions that are most beneficial to you, your team and company. Each of the 36 Education Sessions and 3 Master Classes offers specific outcomes that could provide a solution to your biggest challenges or serve as a foundation for new opportunities and growth. An added bonus: check for sessions that offer CFRE, Advocis, and FPSC continuing education credits.

STEP 2 - REVIEW THE ROSTER OF EXHIBITORS

The Exhibitor Hall hosts vendors showcasing a wide range of new and innovative tools, products

and services related to strategic charitable giving. Be among the first to get an inside scoop on new solutions, uncover all answers to questions related to legislation and tax benefits, source the tools you need to succeed, and establish business connections.

STEP 3 – HIGHLIGHT THE VALUE FOR THE MONEY

Outline the monetary value of your attendance. Personally connecting and exchanging ideas with the faculty, asking financial advisors and lawyers for advice, and collaborating on the spot with like-minded professionals can save you financial resources and time that your organization or company would otherwise spend looking for a solution.

STEP 4 – PRESENT YOUR CASE!

Write a detailed Request Letter to your supervisor outlining your "game plan" for the conference, highlighting learning objectives, networking opportunities and the ROI for your organization or company.

STEP 5 - INITIATE IMMEDIATE IMPACT & ROI

Commit to a post-conference briefing or presentation for senior management and your team, where you will highlight the main 'takeaways' and ideas that could be instrumental for your organization to move forward with its goals and strategic plans.

Learn more about the conference at www.cagpconference.org

If you have any questions, please contact CAGP's
Manager for Education and Training at education@cagp-acpdp.org

