**D2L Fusion 2023**  
**Anaheim, California | July 12–14 |** [D2L.com/Fusion](https://www.d2l.com/fusion/)

**Professional Development Business Case Toolkit**

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Overview

Thank you for your interest in attending Fusion 2023. We look forward to connecting with you, and we hope you’ll join us in Anaheim, California, on July 12–14.

First, let’s address the elephant in the room. In recent months, many organizations have reduced their training and travel budgets. This means that—regardless of the benefits of Fusion—you’ll need to justify the expense and the time away. One of the best ways to make your case is to focus on the broader value to your organization.

So, what’s the broader value of Fusion? In short, Fusion is the all-in-one learning conference that can be what you want it to be. By attending, you’ll have the opportunity to explore topics that matter to you, grow your network, and share groundbreaking ideas and takeaways. It’s everything you and your organization need, all in one place.

Read on to get resources that will help you make your case to attend Fusion. We can’t wait to see you there.

Why Attend

**Fusion is the all-in-one learning conference for you.**

Get actionable takeaways you can use at your organization—and have fun too. You can:

* **connect** with a community of peers, partners and experts
* **discover** the latest trends, product updates and best practices
* **share** your goals and get answers to your toughest questions
* **grow** your skills and explore the topics that matter to you

*See the* [*Why Attend*](https://www.d2l.com/fusion/why-attend/) *page for more details.*

**Event highlights include:**

* a huge variety of content and resources from education and corporate learning experts
* a flexible program combining sessions, training and networking to customize your experience
* hands-on labs to give direct feedback and help craft the best learning solution for you

Key Benefits

Here are more benefits to consider as you map out your business case for Fusion. When in doubt, remember to focus on what you’ll bring back to your organization as a return on the investment.

At Fusion:

* You’ll **enjoy a single conference with a complete learning experience** to minimize your time away from work. It’s much more cost-effective than joining multiple seminars or webinars.
* You’ll **engage in meaningful professional development** to prepare you and your colleagues to tackle your most ambitious goals and priorities in the year ahead.
* You’ll **explore thought-provoking content that matters** to you and your team—regardless of your organization’s size, location or priorities.
* You’ll **connect with peers and partners in the D2L community** from all around the world to build lasting relationships that allow you to learn long after the conference is over.
* You’ll **meet with D2L support** **and service experts** to give feedback, solve challenges and discover solutions for your learning environment or ecosystem.
* You’ll **access practical resources and on-demand recordings** that you can reference in your day-to-day work to spark inspiration and uncover new perspectives.
* You’ll **gain actionable takeaways** that you can use to create a presentation or a report to share knowledge with others in your organization—multiplying the return on your registration.
* You’ll **get credit for training hours** to use toward continuing education, whether you’re looking to achieve or to maintain your professional education status.

Agenda at a Glance\*

|  |  |  |
| --- | --- | --- |
| **Wednesday, July 12**  Training and Networking | **Thursday, July 13**  Main Conference | **Friday, July 14**  Main Conference |
| **Morning** Pre-Conference Training  **Afternoon** Pre-Conference Training  Networking and Wellness Activities  Welcome Keynote: John Baker, D2L Founder and CEO  Welcome Drink  Ancillary Events | D2L Solutions Spotlight  Sessions (Breakouts, Discussions, Panels)  Exhibits and Lounges  Labs and Interactive Experiences  Training  Networking and Wellness Activities  Evening Social Event | Sessions (Breakouts, Discussions, Panels)  Exhibits and Lounges  Labs and Interactive Experiences  Training  Networking and Wellness Activities  Guest Keynote |

***\*Subject to change***

***A standard conference pass includes training and networking, the main conference, and on-demand content.*** *Passholders get access to all event days, including full-day access to workshops; the welcome drink on Day 1; breakfast, lunch and coffee breaks for Days 2 and 3; and the evening social event.*

Business Case Template

Here’s a template you can use to request approval to attend Fusion 2023 in Anaheim, California. If you use it, please include your organization’s name and the price of the registration package you select.

[Date]

[Supervisor’s name]

[Title]

[Organization name]

Dear [Supervisor’s name],

I am writing to obtain approval to attend Fusion 2023, a three-day global learning conference taking place July 12–14 in Anaheim, California, USA.

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].

D2L Fusion is an all-in-one learning conference. During the event, I will have access to:

[SELECT TOP OPPORTUNITIES FROM LIST]

* hands-on training led by D2L support and service teams
* a number of sessions of varying levels, formats and topics to help broaden my knowledge base and skill set
* on-demand sessions available until the end of the year
* specialized labs and dedicated experts to share feedback, answer questions, provide support, and offer solutions and best practices
* industry thought leaders, advocates, technologists and peers who will share their insights as well as their learning and technology best practices
* informative tracks that will demonstrate how to use online learning solutions through training, breakout sessions, panels and roundtable discussions
* introductory courses for beginner D2L Brightspace users, including product-focused sessions
* structured networking time with peers from other organizations to help build connections and grow our relationships
* D2L staff and partners eager to help us explore the latest technologies and solutions available
* the most recent version of D2L products and services, with an opportunity to discover new features
* speakers in the learning and education space from organizations around the world as well as special guest keynote speakers
* actionable takeaways that can improve our use of D2L Brightspace to improve learning

**Benefits to Our Organization**

* This is an opportunity to learn from peers and leading experts from around the world.
* It will help me implement and manage the latest learning strategies and solutions.
* With key learnings, my attendance will benefit our whole team when I share what I have learned.

**Presentation Topic Highlights Include:**

[SELECT TOP 5 PRESENTATION TOPICS FROM LIST]

|  |
| --- |
| * Accessibility and Inclusive Learning |
| * Blended Learning or Hy-Flex |
| * Certification and Micro-Credentialing |
| * Change Management |
| * Competency-Based Learning * Course Quality Improvement * D2L Product/Services How Tos/Tips and Tricks |
| * Data and Analytics * Diversity, Equity and Inclusion * Faculty and Trainer Development |
| * Instructional Technology and Design |
| * Leadership and Organizational Strategy |
| * Learner Engagement * Online Instruction and Instructor/Trainer Presence * Personalized Learning |
| * Site Admin, LMS and IT Best Practices * Third-Party Solutions |

**Training and Collaboration**

Fusion offers three full days of interactive, in-depth sessions. On Wednesday, for example, I will be able to attend training workshops geared toward all levels of D2L Brightspace users, engage in networking opportunities, and hear a welcome keynote from D2L’s founder and CEO, John Baker. I will get specialized, hands-on training led by the D2L support and services teams and will actively learn how to improve our approach to online learning. I will also have the chance to talk about a variety of industry topics with experts and peers.

**Professional Development/Training and Continuing Education**

This conference will provide training toward my continuing education. If I attend the full conference, I will receive 640 minutes, or 10+ hours, of training/professional development.

**Cost Breakdown**

I am requesting approval for the registration fee and travel expenses. The full conference registration fee includes three full days of conference programming, on Wednesday, Thursday and Friday; refreshments; networking activities; and Exhibit Hall entry.

Please see the cost breakdown, which is attached in my expenses calculator.

I believe Fusion will offer me an invaluable learning experience and access to resources that I can start using as soon as I am back at [ORGANIZATION NAME]. For the benefits that I expect us to gain 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]

# Expenses Calculator

As you know, conference expenses can vary widely. To justify your expenses, you need to know what those expenses are. Use the following worksheet to estimate the cost of attending Fusion.

Expenses Worksheet

|  |  |  |
| --- | --- | --- |
| **Expense Cost** | **Guideline** | **Cost** |
| Full Conference Registration | Preregistration discount rate\* | Early-bird rate\*\* | Standard rate | $650 USD | $750 USD| $850 USD |
| Flight | Use a travel website for an estimate | $ |
| Lodging | Fusion conference rates with the hotel | nights x ($219 USD + taxes) |
| Transportation: Airport to Hotel | Uber, taxi—car rental? | $ |
| Transportation: Hotel to Airport | Uber, taxi—car rental? | $ |
| Mileage Reimbursement | Use Google Maps to calculate distance, then multiply the miles by your company cents/mile or cents/km standard | $ |
| Parking Reimbursement | At airport for flight departure and/or at Anaheim Marriot | $ |
| Food per Diem | See your organization’s guidelines for per diem rules | $ |
| **Subtotal** | | $ |
| Total Number of Employees Attending | |  |
| **Grand Total** | | $ |

*\*Preregistration rate available when you register with preregistration discount code by March 31.*

*\*\*Early-bird rate available when you register by April 30.*

*Please see our* [*Event and Travel Info*](https://www.d2l.com/fusion/event-info/) *page for more details.*