



T4 2019 JUSTIFICATION TOOLKIT



Justification Toolkit

Congratulations, you've made the decision to attend the BIOPAC T4 Human Physiology Conference. Now you need to gain approval from your supervisor, department head, or other authority and you need to justify the cost and time away from the office.

To help you gain approval, we've provided some tips, resources, and ideas to help you make your best case. Perhaps your argument will be so convincing that you and your supervisor will both attend!

General Tips

This conference will provide hands-on, how-to workshops on “Tools, Trends, Techniques, and Technology.” Renowned experts will present on how to measure and analyze human physiological signals and integrate physiology teaching systems into programs of study, taking place at the University of California, Santa Barbara campus in Santa Barbara, California, August 12-14, 2019. The T4 Conference will offer a unique opportunity to:

- Gain insight into the tools, trends, techniques and technologies for measuring physiology for scientific and related studies
- Learn the best practices and techniques from experts in the disciplines
- Network with acknowledged experts in the fields of psychophysiology and physiology data collection and analysis
- Provide a poster presentation of your most recent work

At the BIOPAC T4 Conference you will learn:

- Practical “how-to” instruction in key skills necessary for recording and analyzing great data

- Opportunities to get “hands-on” experience with the latest equipment
- How to set up a lab, prepare a subject, place electrodes, check signal quality, collect data, etc.
- Best practices and techniques from experts in major research areas
- Techniques for improving research data quality

When making your case to attend the BIOPAC Physiology T4 Conference, keep in mind:

- The T4 Conference is sponsored by BIOPAC, which has systems in over 98% of the world’s top 100 universities
- The T4 conference is an exceptional value when compared to on-site training or other conferences
- Demonstrate the return on investment by focusing on what you will gain and the benefits you bring back
- Position the conference as a training event, which it is! The T4 conference is all about “How to...”
- Offer to deliver a short presentation to your colleagues so you can share what you learned
- Poster presentation opportunities are available. You may present a poster of previously published research or a poster previously presented
- Be ready with a plan for staff coverage while you are attending
- Check out the registration page for cost-saving accommodation options

Articulating the Benefits of attending the T4 Conference

When you propose attending the BIOPAC Physiology T4 conference, make a strong case by focusing first on the “return on investment” (ROI) to your department, project, or school. This ROI can include ways to get higher quality data for research projects, exposure to new ideas, innovative products, current technology, ways to streamline analysis, techniques to teach to research or lab teams, and future trends.

Every conference of value should offer two things—usable take-aways and opportunities to network. BIOPAC’s T4 conference excels at both, whether it be best practices for acquiring and analyzing a physiological signal to time spent with experts in your field. While the value of networking is hard to quantify, at the T4 Conference you’ll be learning directly from those same experts you’re networking with!

Be specific in your explanation. Some specific details you’ll need to identify include:

- **“How-to” workshops:** these workshops are the core of the conference. Include those of greatest relevance to your work in your discussion/request.
- **Technology evaluation:** in the Technology Showcase Area, you’ll meet vendors with products and services you use or may be evaluating for future use. Compare tools so you can understand capabilities and make informed recommendations.

- **Multi-disciplinary education opportunities:** the T4 Conference offers true multi-disciplinary education with attendees from across the spectrum of physiology research.
- **Quantify the benefits.** Be specific about how you will network, what you can learn in each day, and which workshops are most suitable. Present your supervisor with the benefits.

It's all about the presentation! -- Good luck and see you in Santa Barbara!

Need more information? Visit [this page](#) for updated information.

How to Justify Attendance at the BIOPAC T4 Conference

Calculate your budget using the table below:

Expense	Guidance	Estimated Price
Conference Registration August 2018-August 2019	Register by Feb 22, 2019 for the early bird rate of \$525, a \$100 savings and first choice of workshops. Registration includes access to workshops, mid-morning and mid-afternoon refreshments, and a catered BBQ on the Pacific Ocean at Goleta Beach.	\$525 Early Bird (Aug 2018- Feb 2019) \$650 Regular (March 2019-June 2019) \$725 Late (July 2019-August 2019)
Flight	Many airlines offer discount or off-peak fares, or check online travel sites. Due to LA traffic, we recommend flying into SBA.	\$300-\$800 for US Domestic. \$800+ for International
Lodging/Housing	Check out the UCSB on-campus housing option in Manzanita Village – comfortable rooms at very affordable rates, parking, plus three meals a day. For very tight budgets, consider a double room.	\$305 - \$615 depending on the number of nights.
Transportation: Airport to Hotel	Choose the UCSB housing option for free shuttle service to and from Santa Barbara Airport. There's no need for a rental car unless you decide to stay at an off-campus hotel	\$0 for UCSB
Mileage Reimbursement	If you are driving, and your organization offers mileage reimbursement, track your miles driving to the conference or airport.	
	Subtotal	\$
	Total number of faculty/staff attending	
	Total	\$

Sample Letter to Supervisor

Here's a sample "justification letter" to your supervisor explaining the many benefits that you'll gain from attending the BIOPAC Physiology T4 (Tools, Trends, Techniques, Technology) Conference. Use it to explain how the T4 Conference will help make you a better researcher and advance your team's and department's goals. Simply copy and paste the below text, then customize the letter for your organization's specific needs.

Dear <Supervisor's Name>,

I would like to attend the 2019 BIOPAC Physiology T4 Conference, August 12-14, Santa Barbara CA. This conference includes many how-to workshops that are relevant to my research and/or teaching responsibilities.

Attending BIOPAC's T4 Conference will enable me to participate in workshops that are directly applicable to my work and/or teaching, and will allow me to network with a variety of experts and colleagues from around the world. <I will present a poster/will not present a poster> at this conference.

To focus on our specific needs, I want to attend the following workshops:

- <include workshop name>
- <include workshop name>
- <include workshop name>
- <include workshop name>
- <include workshop name>

These workshops will allow me to gain knowledge and understanding about better research practices, recent innovations, and how we can improve the quality of our research. The conference faculty is made up of experts and many presentations directly relate to issues that we currently face.

Here is an estimate:

Registration: <\$xxx>

Airfare: <\$xxx>

Ground transportation: <\$xxx> (free shuttle to/from SBA for those on UCSB Room & Board Plan)

UCSB room and board: <\$xxx>

Total cost: <\$xxxx>.

The opportunity to develop contacts and gain knowledge in specific areas of physiology data acquisition and analysis makes my attendance at BIOPAC's T4 Conference a smart investment—one which will yield dividends throughout the year for our <department/team>.

Sincerely,

<your name & position>