

2019

# LAMAZE LIVE!

APRIL 11-13, 2019  
PITTSBURGH, PA



## FUNDING YOUR CONTINUING EDUCATION, MADE EASY

In a world of budget cuts, we know it's hard to secure funding for continuing education activities. Luckily, we're here to help! Use the tools in this kit to confidently request funding and/or time off from your employer, or to help keep track of the overall conference investment for your personal business expenses.

### STEP 1: CALCULATE YOUR COSTS

Before you can justify your expenses, you need to calculate what they will be! Use the worksheet below to estimate your total costs. Understanding where the money is going will help you draft a solid request, and will convince your employer that they are making a wise investment.

Expenses	Cost
<b>Registration</b> <ul style="list-style-type: none"> <li>• Before March 8, 2019: \$475 (Member)   \$525 (Non-Member)</li> <li>• After March 8, 2019: \$525 (Member)   \$575 (Non-Member)</li> </ul>	\$
<b>Presenter Training: Evidence-Based Labor Support Workshop (Add On)</b> <ul style="list-style-type: none"> <li>• Before March 8, 2019: \$160 (Member)   \$190 (Non-Member)</li> <li>• After March 8, 2019: \$190 (Member)   \$210 (Non-Member)</li> </ul>	\$
<b>Hotel</b> LamazeLIVE! attendees receive a special rate of \$169 plus taxes/fees per room at the Sheraton Pittsburgh Hotel At Station Square. Consider sharing your room to split costs. Rate valid through March 8, 2019.	\$
<b>Flight</b> Visit a travel website to estimate flight cost to Pittsburgh International Airport (PIT).	\$
<b>Mileage Reimbursement</b> Driving to the event or to the airport for your flight? Use <a href="#">Google Maps</a> to calculate distances, and then multiply the miles by .545 cents per mile (IRS standard 2018 rate).	\$
<b>Ground Transportation</b> <ul style="list-style-type: none"> <li>• Airport shuttles are available through SuperShuttle and range from \$14-\$49.</li> <li>• Taxis and ride-sharing services are available from Pittsburgh International Airport. The average fare to the Sheraton Pittsburgh Hotel at Station Square is \$35-\$40.</li> <li>• Visit the <a href="#">Pittsburgh International Airport website</a> for other ground transportation options.</li> </ul> Parking at the Sheraton Pittsburgh Hotel at Station Square costs \$23/day.	\$
<b>Food and Personal Expenses</b> Factor in the costs you'll need to cover food and other personal expenses.	\$
<b>Total Cost</b>	\$

## STEP 2: OUTLINE THE BENEFITS

Although YOU might understand the benefits of attending LamazeLIVE! 2019, your supervisor may need more information. Clearly articulate what you can bring back to your organization as a return on their investment.

Identify the most valuable aspects of the event for your role:

- **Program Topics:** What topics have particular relevance to the work you do? Which do you think can teach you a new skill, and/or help to overcome current or future challenges? Look at the topics that will be covered at the event and be prepared to explain to your supervisor why you feel these topics could benefit your organization.
- **Strategic Partners:** Which of our exhibiting companies will be showcasing the products and/or services you use or could potentially use in the future? Is this an opportunity for you learn more about new products and services? Can any of these solutions help you to introduce a streamlined process to your hospital or company?
- **Continuing Education:** After attending the entire event, you'll be able to receive valuable contact hours:
  - 15.5 Lamaze Contact Hours
  - 13 CABRN Contact Hours
- **Networking Opportunities:** Building a network of birth advocates is crucial to improving maternal health outcomes. Consider the important connections you'll make with speakers and colleagues alike. Talking with your peers and colleagues can help you learn new ways of doing things, provide you with fresh ideas and help validate current practices.

In addition to the event offerings, consider these ideas:

- Focus on the specific skills and lessons learned that you will bring back to your organization as a result of attending the event.
- Before making your request, prepare a plan for who will cover your duties while you attend the event.
- Offer to prepare and deliver a short presentation and Q&A session for your colleagues to share what you learned. This way, your coworkers will also receive the benefits of your attendance.
- Share speaker handouts with your colleagues. As an attendee, you have unlimited access to presenter materials, which are easily downloadable once you return home.
- If you are working to obtain or maintain a professional certification, remind your supervisor that this is a great way to earn Lamaze contact hours, CNE credits and CABRN contact hours, and is less expensive and less time-consuming than registering for individual contact hour opportunities.
- Passion is the best persuasion technique – let yours shine through in your request.

## STEP 3: DRAFT YOUR REQUEST

After you have identified the costs and benefits, it's time to present this to your supervisor so they can evaluate your proposition. Customize the message below and submit your request confidently!

Dear < supervisor's name >,

I would like to attend LamazeLIVE! 2019, taking place April 11-13 in Pittsburgh, Pennsylvania. This meeting is the premier educational event in childbirth education, breastfeeding and labor support, and is a unique opportunity for me to attend a wide array of educational sessions that are directly applicable to my work, and to network with a variety of experts and colleagues from across the country.

Many of the presentations deliver information on how to < list benefits to your responsibilities >, and I am confident that what I learn at the Lamaze conference will directly benefit <organization>. By attending this event, I will be able to gain the knowledge needed in order to better identify issues key to childbearing families and implement strategies to address these issues in everyday practice. I will also be able to obtain continuing education hours to maintain my Lamaze certification.

Not only will the techniques I learn be useful in my own work, but my attendance at the conference will positively impact the overall prosperity of <organization> when I'm able to share what I learned with my colleagues. Specifically, I will be able to:

- BENEFIT 1
- BENEFIT 2
- BENEFIT 3

I am seeking sponsorship for the registration fee, travel and housing expenses during this event. Here is the breakdown of conference costs:

Registration: <\$xxx>

Transportation: <\$xxx>

Hotel: <\$xxx>

Additional Fees: <\$xxx>

The total cost associated with attending this event is: <\$xxx>.

The opportunity for me to develop strategic contacts and gain knowledge that will improve maternal health outcomes makes my attendance at LamazeLIVE! a wise investment, which will yield rich dividends for < name of your organization >. **Please let me know if you have any questions, or would like more information on LamazeLIVE! 2019.**

Sincerely,

< your name here >

## **CONGRATULATIONS!**

You've made a compelling request and we look forward to seeing you in Pittsburgh in April! If you have any questions as you formulate your request, do not hesitate to contact us at 202-367-1128 or [info@lamaze.org](mailto:info@lamaze.org).