



2021

EDUCATE. INNOVATE. CELEBRATE.

November 11-13, 2021 | Atlanta, Georgia



Justification Toolkit

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How to Share the Value of these Two Co-Located Conferences with Your Leaders

GENERAL TIPS

Before you make your case:

- Prepare a plan to show your leader detailing who and how your duties will be covered while you're at the conferences.
- Focus on the specific conference benefits/value you will bring back to your team (see below).
- Review the conference agenda here and select the concurrent sessions you think will bring the greatest benefit to you and your colleagues.
- Review and customize the sample letter on [page 4](#).
- Review and complete the expense worksheet on [page 5](#).

Remember, the reasons listed here are suggestions only. You may have other reasons to attend these conferences. Be sure to include them when you make your case!

REASONS WHY YOU SHOULD ATTEND THIS YEAR'S CONFERENCES

Here are some compelling reasons for you to attend this year's conferences. Use them to bolster your case and supplement the information in the sample letter to your leader.

- You'll be able to choose tracks and sessions from two co-located conferences — the ANCC National Magnet Conference and the ANCC Pathway to Excellence Conference — for the price of one.
- You'll be able to share everything you learn with your team and your organization.
- You'll learn strategies to create a positive practice environment, employee engagement, patient experience, patient outcomes, and transform your organization's culture. For example:
 - **UNDERSTAND** the long-term value and return on investment of becoming a Pathway to Excellence or Magnet organization (or dually designated!) and how to achieve this distinction.
 - **LEARN** how to align your nursing environment to the Pathway to Excellence framework and Magnet model's practice standards, increase nurse engagement, and improve organizational and patient outcomes.
 - **NETWORK** with nursing colleagues from Pathway- and Magnet-designated organizations, as well as applicant organizations, across the globe.
- If you meet continuing nursing education eligibility requirements, you may earn nursing continuing professional development credit for concurrent and poster sessions. Those attending the virtual only session may earn up to **23 contact hours** and those attending the in-person event may earn up to **39 contact hours** when combined with the on-demand virtual sessions available until December 31, 2021.

Choose from more than **70 concurrent sessions**. You will also have free access to **16 digital concurrent sessions** provided to all registrants. Each concurrent session provides the opportunity to meet with change makers and connect with the speakers and other attendees!

Sample Letter

[Date]

Dear [leader's name]:

The 2021 ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference® will be held November 11–13, 2021, in Atlanta, Georgia. These conferences will provide a great opportunity to learn from the country's most innovative leaders in health care and bring back proven solutions to address our toughest nursing challenges.

Here's how the conferences can benefit my team:

- I'll attend powerful general sessions to learn strategies to improve workforce morale, resilience, and passion, such as:
 - Carolyn Jones, an award-winning photographer and filmmaker, who specializes in telling stories that shed light on issues of global nursing concerns
 - Josh Linkner, author of *Big Little Breakthroughs: How Small, Everyday Ideas Drive Gigantic Results*, who will discuss how to use our imagination to drive better patient and organizational outcomes in a safe, responsible way
 - *The Other End of the Stethoscope*, where I'll be inspired by Marcus Engel, who was blinded and severely injured by a drunk driver and now uses his journey to inspire nurses to reignite their passion for providing excellent patient care.
- I can choose from more than 70 concurrent sessions to gain valuable strategies I can then share with my team, on topics such as:

- Marry clinical improvement with shared governance to boost satisfaction and engagement
- Sustain nursing-sensitive quality indicators over time
- Manage stress and build a more resilient nursing team
- Cultivate competent, influential nurse leaders
- Enhance unit culture with simple, cost-effective changes
- Engage nurses through the power of professional development
- Improve quality and safety from a global perspective
- Turn excuses into results and transform an underperforming workforce

A detailed cost breakdown is attached. It includes the registration fee as well as travel, hotel, and transportation expenses. I've also prepared a staffing plan to cover my absence while I'm gone. I hope you'll agree — the 2021 ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference® is a wise investment that we can't afford to miss!

Thank you for your consideration.

Sincerely,

Expense Worksheet

To plan your trip, visit magnetpathwaycon.org for the latest fees, housing links, safety protocols, and more.

Expense	Explanation	Cost
Registration Fee (Include any additional fees associated with preconference sessions you wish to attend.)	Registration fee includes 1. 2. 3	\$
Airfare	Air mileage points available to offset airfare?	\$
Lodging/Hotel (Please use only the housing links found on the conference site.)	Number of nights, room rate, taxes	\$
Transportation Fees	Taxi/car rental/airport shuttle	\$
Mileage/Parking Reimbursement	Driving to the conference or to the airport for your flight? Other modes of transportation?	\$
Food per Diem	Refer to your company's policy on food per diem	\$
	Subtotal	\$
	x Number of Employees Attending	
	TOTAL	\$

Conference Registration Options

REGISTRATION TYPE	EARLY BIRD RATE IN-PERSON Through August 6	ADVANCE IN-PERSON August 7–September 29, 2021	REGULAR RATE IN-PERSON September 30, 2021–onsite	DIGITAL EXPERIENCE ONLY Virtual
Group (4 or more)	\$919	\$939	\$1,150	\$459
Individual	\$929	\$1,029	\$1,250	\$499
ANA Member—Individual Membership number required at registration.	\$829	\$929	\$1,150	\$409
Retired or full-time student	\$719	\$749	\$899	
Veterans Affairs employee or active-duty military	\$919	\$919	\$919	

Additional Registration Options

View full details [online](#).

PRECONFERENCE EVENTS	RATE
NCPD Summit	\$499
Getting Started: Magnet Program Guidance	\$999
Pathway Program Guidance: The Journey	\$499
Getting Started International: Magnet Program	\$999
Pathway Program Guidance: Writing to the Standards	\$499
Project Firstline: Infection Prevention & Control Registration required. Not available for preconference only option. Limited space available.	FREE

ADDITIONAL EVENTS (Subject to eligibility/event requirements.)	RATE
Magnet Program Directors Meeting	\$30
Magnet International Attendee Forum	\$150
American Nurses Foundation President's Dinner	\$500

* Dates subject to change. After September 29, 2021, late/on-site registration fees will apply, and registrations will be accepted pending space availability only.

Visit the 2021 Conferences Website for Complete Registration Information!

- Registration Details
- Key Dates
- Group Registration
- Balance Due
- Substitutions
- Badge Pickup
- Registration Cancellation
- Registration Support
- Safety Protocols
- CNE Info
- FAQ

