

## SSG23 Business Case Guide

In our current climate, securing approval, funding, and time off from our day-to-day operations to attend events and conferences can be more challenging than ever, especially for those working in Higher and Further Education. One way of encouraging your employer to agree, is to make a strong business case, outlining how your organisation will benefit from you attending the event. This guide has suggestions of the type of content you can include in your business case.

The annual UCISA Support Services Group conference provides a unique opportunity for those working in a support role or invested in the direction of support services to come together to exchange ideas and experiences with colleagues across a wide range of roles and organisations across the UK. Presentations this year will cover a wide range of topics, including, the impacts, benefits, and real-life examples of transformational change within support, evolving adoption of frameworks and best practices across IT, major incident management, career development journeys and direction in an ever-changing landscape, reconnecting with staff and students with a customer satisfaction focus, mental wellbeing and the work life balance in a digital world, hybrid learning and digital skills training, diversity and belonging within IT, digital technology in teaching and learning and more.

Staff attending will be able to bring back examples of best practice as well as pitfalls to avoid, and to network with peers, experts and solutions suppliers. It's a great way to pick up tips about upcoming projects or service delivery objectives and to make real connections which can be picked up when needed.

SSG is a safe space for staff to have honest conversations with like-minded people!

### OVERVIEW:

- Name of Conference
- Dates and Location
- Overall Purpose of the Conference
- Cost of Conference

The details can be found on the overall event page at

[www.ucisa.ac.uk/Events/2023/July/SSG23](http://www.ucisa.ac.uk/Events/2023/July/SSG23)

### BUDGET

Breakdown the cost of attending the conference, including:

- Conference cost
- Travel costs
- Other expenses
- Include any available discounts or early bird rates.

### INSTITUTIONAL BENEFIT

- Describe the benefit or problem that the conference will help solve.
- Explain how attending the conference will help meet your institutions, departments and your objectives.
- Identify any current challenges or opportunities that can be addressed from attending the conference

### RETURN ON INVESTMENT

Explain the Return on Investment for attending the conference, such as:

- Increased awareness for new business opportunities and networks
- Improved efficiency and productivity from new knowledge and skills
- Enhanced reputation through industry networking and thought leadership
- Post-conference follow-up, knowledge sharing sessions and implementation of new ideas or strategies.

**For all details for the conference, from event schedule, speakers and presentation abstracts, exhibitor information, venue and travel, prices and more please visit:**

[www.ucisa.ac.uk/Events/2023/July/SSG23](http://www.ucisa.ac.uk/Events/2023/July/SSG23)