

SSG25 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.

This year's theme, *Getting Better All the Time*, celebrates both the incremental and transformative steps that lead to excellence and will leave attendees with practical takeaways to make improvements at their own institutions. Presentations will cover a wide range of topics, including best practices, service management, staff development, end-user computing lifecycle management, looking after ourselves, diversity and inclusion, educational technology, service culture, and delivering services in challenging times and more.

Attendees will return with valuable insights, including best practices to adopt and pitfalls to avoid. They'll have the chance to network with peers, experts, and solution providers, gaining practical tips for upcoming projects or service delivery goals. Most importantly, they'll build meaningful connections with colleagues across UK and Irish institutions whom they can call on in the future.

SSG is a safe and supportive environment where honest conversations with like-minded people flourish!

✓ OVERVIEW:

Name: SSG25 Getting Better All the Time - Sharing Journeys to Excellence in IT Support

Dates: 3rd to 4th July 2025

Location: Hilton Liverpool City Centre

Full details can be found at:

www.ucisa.ac.uk/Events/2025/July/SSG25

✓ 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 SSG25 will help meet your department's objectives and your own.
- 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/2025/July/SSG25