**Connect and collaborate event 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 suggests types of content you can include in your business case.

The annual UCISA Digital Capabilities and Digital Education Group conference puts a spotlight on digital capabilities and brings together university leaders, IT professionals, learning technologists and academics to discuss the latest trends and challenges.

This “Connect & Collaborate” face to face event will take place in person on Wednesday 11th of June at Google’s flagship London office.

As technology continues to evolve, the need for a digitally fluent workforce in higher education has never been more pressing. Attending this event will help to maximise your potential for personal development but also the benefit of your institution. Equally, you can gain insights to help your colleagues and team mates to do the same. This event aims to give attendees an increased knowledge around the latest trends and challenges in digital capabilities and strategies for preparing staff for these.

A series of workshops will focus on:

* Strategies for preparing staff to navigate the next wave of digital transformation, from AI and automation to the metaverse.
* The exploration of practical approaches to upskilling, fostering digital capabilities, and building a culture of lifelong learning within your institution.
* Learning how to future-proof your workforce and ensure that your staff are not only keeping pace with emerging technologies but are equipped to leverage them to enhance teaching, research, and administration.

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 in a safe place to have honest conversations with like-minded people. It’s a great way to pick up tips about teaching Digital Capabilities to staff and students.

# OVERVIEW:

* Name of event ‘DCG-DEG Connect and Collaborate’
* Date and location ‘Wednesday 11th June’, Google Office, 6 Pancras Sq, London’,
* Overall purpose of the event
* Cost of event - £50 + VAT
* [**Connect and Collaborate face to face workshop schedule, venue and travel, prices**](https://www.ucisa.ac.uk/Events/2025/June/DCG-DEG-Connect-and-collaborate-event)

# INSTITUTIONAL BENEFIT

* Describe the benefits or problem the event will help solve.
* Explain how attending the event will help meet your institutional, departmental and personal objectives.
* Identify current challenges or opportunities that can be improved by attending.

# BUDGET

Breakdown of cost:

* Event cost (£50 + VAT)
* Travel costs
* Other expenses.

# RETURN ON INVESTMENT (ROI)

Explain the ROI for attending the event, such as:

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