

Justification Packet

Please use the information provided to you in this packet to make the case for joining us in the first annual EdSurge Fusion Conference. The convening is not only an opportunity for you to learn about putting personalized learning into practice, but also an opportunity to build your professional network of innovating school leaders from across the nation. Use this to guide to help define and clearly communicate these benefits to your key stakeholders so that you may attend this fall!

Location and Dates

EdSurge Fusion Conference

October 2 - 4, 2018

1800 Old Bayshore Hwy
Burlingame, CA 94010

Why You Should Attend

Our Fusion Conference, slated for October 2 -4 in Northern California, is designed to help school leaders identify the most appropriate ideas, tools, and people as they implement personalized learning. To do that, we're tapping an outstanding collection of thought leaders and partners, starting with Digital Promise and the people and resources at the Chan Zuckerberg Initiative. This first Fusion conference is an invitation-only event designed for school leaders—from superintendents of districts and regions, to CAOs, CIOs and CTOs, to principals and teacher leaders.

Benefits

When you propose the conference for approval, be sure to focus on what you will specifically bring back to your school or district. You'll also want to connect your responsibilities, goals, and challenges to your conference experience.

In addition to the **40+ speakers**, the conference will feature **specially designed cohorts** for opportunities to connect school leaders with peers who are at different points on the personalized learning trajectory, to spur learning from each other's experiences.

The event will feature four powerful strands:

Vision: The VISION track will frame how school leaders are building their school models to support individual learners through academic, social emotional pathways.

Implementation: The IMPLEMENTATION track will share the mechanics of what it takes to put ideas into practice and support you in creating an effective and feasible implementation plan.

Research and Evidence: The RESEARCH & EVIDENCE track will explore how learning science informs the work of educators and what to look for to gauge your plans and progress.

Prices, Costs, and Expenses

Use the following chart to help you develop a cost estimate for attending the conference.

Expense	Guideline	Cost
Conference Registration	Early Bird: \$349 Regular: \$650	\$
Lodging	EdSurge has a discounted conference rate at the Marriott Airport Waterfront for \$269/night	\$
Flight	Fly to SFO	\$
Transportation	Shuttle from Airport- Complimentary	\$
Food Per Diem		\$
TOTAL COST		\$

Justification Letter

Dear Educator,

We have prepared the following letter to assist you in garnering support to attend the EdSurge Fusion Conference. Feel free to customize this template.

Dear <Colleague>,

At the EdSurge Fusion Conference in Burlingame, CA, education leaders, thinkers, researchers, and technologists at all levels will be brought together to enhance their professional skills, knowledge, and careers. I would like to attend this event, scheduled October 2-4, 2018, to learn more about the best practices around personalized learning and bring those practices back to our school/district. To meet my professional development goals, I am seeking approval for the registration fee, travel expenses to the conference, and minimal food expenses during the conference. The detailed cost breakdown is listed below.

< insert your expense estimate numbers here >

- Conference Registration _____
- Flight _____
- Lodging _____
- Transportation _____
- Food Per Diem _____
- Total estimated conference cost of _____.

By attending this conference, I will be able to learn from and alongside 500 educational leaders from around the country, discussing personalized learning through 4 tracks: Vision, Research, Implementation, and Evidence. I'll have the opportunity to build my personal network of peers from other schools and districts so that I can continue to learn even after the conference. And most importantly, my participation will complement our school/district's objectives, as I plan to return with resources to share what I've learned with my peers in order to give our students the tools they need to succeed. Thank you in advance for your consideration!

Sincerely, <Your Full Name>