# Your Manager Approval Toolkit

Everything you need to make the case for IAAP Summit 2027 and bring the value back to your team.

Summit 2027's education program was built from 2026 research by IAAP's Professional Development Forecasting Committee into what executives need from administrative talent and what admins are ready to grow into. This toolkit helps you connect that learning to your organization's priorities, plan for your time away, estimate the investment, and make the ask.

## At a Glance

| | |
|---|---|
| **What** | IAAP Summit 2027, a three-day professional development conference for administrative professionals |
| **When** | Monday–Wednesday, July 26–28, 2027 |
| **Where** | Sheraton Dallas Hotel, Dallas, Texas, or attend virtually |
| **Investment** | In-person from $1,509 per attendee; virtual from $789 (Organizational Member, Super Early Bird rates) |
| **Lowest rate ends** | December 15, 2026. Registrations by this date also include a complimentary Skill Spotlight: Analytical Thinking & Problem Solving for Administrative Professionals, a 90-minute on-demand learning experience. |
| **Sending a team?** | Organizational Members automatically receive Organizational Member pricing for every attendee they register, with no minimum. Organizations that aren't members save 10% per person when they register 5 or more attendees. |

# What You'll Bring Back

Summit is built around the work you do every day. Sessions focus on practical skills you can put to use as soon as you're back, from running smoother workflows to using AI tools effectively to supporting your manager's priorities with more confidence. Use these outcomes to show your manager what the investment returns.

**82%**
of 2026 attendees came to Summit for education and skill development.

**79%**
said Summit grew their professional network, giving them peers to call on when problems come up.

Source: IAAP Summit 2026 Feedback Survey, 236 respondents. Percentages reflect respondents answering each question.

## What Changes When You Return

### Workflows that run smoother.

Less time lost to manual processes, scattered requests, and meetings that don't move work forward.

**Session topics include:** workflow design and running more effective meetings

### AI that saves real time.

Hands-on skills for applying AI and Microsoft Copilot to everyday work, so routine tasks take less effort and more time goes to higher-value support.

**Session topics include:** Microsoft Copilot and practical AI tools

### A stronger partnership with your manager.

Better anticipation of your manager's needs, clearer communication, and the judgment to act on their behalf with confidence.

**Session topics include:** executive partnership and building trust

### Projects and priorities handled with confidence.

Stronger project management skills and sharper prioritization when everything feels urgent.

**Session topics include:** project management, decision-making, and prioritization

> 1 hour AI session helped me get unstuck in 3 different workflows. That is an example of the value in attending IAAP Summit!
>
> — 2026 attendee

> I came away with new ideas and practical tools I can use in my work… I left Summit feeling energized, inspired, and excited to bring what I learned back to my work.
>
> — 2026 attendee

> It changes the mindset for not only yourself but for those you support.
>
> — 2026 attendee

# Planning for Time Away

Summit runs Monday through Wednesday, July 26–28, 2027. Showing your manager you've planned for your time away makes approval easier, and registering by December 15 gives you more than seven months to put a coverage plan in place. Optional pre-Summit add-on programming is also available, so factor it into your dates if you register for it.

## Coverage Plan — complete this with your manager before Summit

**Dates away, including travel and any pre-Summit add-ons:** _____

**Calendar and scheduling covered by:** _____

**Point of contact for urgent requests:** _____

**Deadlines or events that week, and how they'll be handled:** _____

**Work to finish before leaving:** _____

**Check-in plan (e.g., a quick end-of-day touchpoint):** _____

**Out-of-office message directs people to:** _____

## Two Ways to Attend

### In person in Dallas

The full Summit experience, including live sessions, face-to-face networking with peers from across industries, and the Expo. Lunch is included Monday through Wednesday.

From **$1,509** per attendee
(Organizational Member, Super Early Bird)

### Virtual

Live access to Summit sessions plus on-demand access, so you can catch sessions you missed or revisit what matters most to your role. No travel days, which makes it a strong fit when being away from the office isn't workable.

From **$789** per attendee
(Organizational Member, Super Early Bird)

# Ready to Make the Ask?

Customize this email and send it to your manager. Fill in the bracketed fields with the outcomes that matter most to your team right now. Specific, work-related reasons are what get requests approved.

### Subject line options:

- Request to attend IAAP Summit 2027 (best rate ends Dec. 15)
- Professional development request: IAAP Summit 2027

Hi [Manager's Name],

I'd like to attend IAAP Summit 2027, the professional development conference for administrative professionals, July 26–28 [in Dallas / virtually]. I'm asking now because registering by December 15 locks in the lowest available rate.

Here's what I'd bring back to our team:

- [Outcome tied to a current priority, e.g., "faster workflows using Copilot and other AI tools"], through sessions on [topic]
- [Second outcome, e.g., "stronger project management for (specific project or initiative)"], through sessions on [topic]
- [Optional third outcome]

Summit has a strong track record: 84% of 2026 attendees said it moved them closer to their professional development goals.

**Cost:** Registration is $[amount] for the [in-person / virtual] pass. Including travel, I estimate the total investment at $[total]. The attached worksheet shows the breakdown.

**Coverage:** I'll have a coverage plan in place before I go. [Name] can handle [calendar / urgent requests / specific responsibilities], and I'll do a quick check-in at the end of each day.

**When I'm back:** I'll debrief with you within [one week], share key takeaways with the team at [meeting or date], and put together a plan for applying what I learned over the following 90 days.

[Optional: If others on our team are interested in attending, our organization may qualify for group pricing.]

Could we talk this over by [date]? I'm happy to answer any questions.

Thank you for considering it,
[Your Name]

## Tips for Making the Ask

**Lead with your manager's priorities, not yours.** Pick outcomes that connect to a current project, pain point, or team goal.

**Send it early.** Approvals take time, and the lowest rate ends December 15.

**Name the topics.** Point to one or two specific subjects, like AI tools or project management, so the value is concrete.

**Attach this toolkit,** or send the link: iaap-summit.org/bring-your-team

# What It Costs

Use this worksheet to estimate the total investment based on your travel needs and your organization's travel policies.

## In-Person Registration

| Registration period | Org Member | Member | Non-Member |
|---|---|---|---|
| Super Early Bird (Oct. 1–Dec. 15, 2026) | **$1,509** | $1,699 | $2,099 |
| Early Bird (Dec. 16, 2026–Apr. 30, 2027) | **$1,609** | $1,799 | $2,199 |
| Regular (May 1–July 25, 2027) | **$1,709** | $1,899 | $2,299 |

**Virtual registration, Super Early Bird:** $789 Org Member, $899 Member, $1,299 Non-Member

## Estimate Your Investment

| Expense | Estimated cost |
|---|---|
| Summit registration | $ _____ |
| Pre-Summit add-on (optional) | $ _____ |
| Airfare/travel | $ _____ |
| Hotel: $255/night × 3 nights (recommended) | $ _____ |
| Meals not provided by Summit | $ _____ |
| Ground transportation/parking | $ _____ |
| Baggage/other travel expenses | $ _____ |
| **Estimated total investment** | **$** _____ |

- **Included with registration:** Lunch Monday through Wednesday, with an optional breakfast ticket available for purchase.
- **Register by December 15:** Get the lowest rate, plus a complimentary Skill Spotlight: Analytical Thinking & Problem Solving for Administrative Professionals.
- **Hotel:** Plan for 3 nights (Sunday through Tuesday) at the Sheraton Dallas Hotel, $255 per night. Book within the hotel block to save; the booking link arrives in the registration confirmation email.
- **Optional pre-Summit add-ons on Sunday, July 25:** a morning innovation lab on courage and smart risk-taking (9:00 a.m.–12:00 p.m.) and an afternoon deep dive on AI for administrative professionals (1:00–4:00 p.m.). If you're traveling and register for the morning add-on, plan for a fourth night on Saturday.
- **Organizational Members save** $590 per in-person attendee compared with the non-member rate at Super Early Bird.
- **Virtual attendees** have no travel costs.

Travel expenses vary based on departure city, travel dates, individual needs, and organizational travel policies.

# Commitment to Return Value

Professional development creates the greatest value when learning comes back to work. Every Summit attendee commits to a simple plan before, during, and after the event, so the investment shows up in their day-to-day work.

## Before Summit

- Set one to three development goals with your manager, tied to current team priorities.
- Choose the sessions that connect most directly to those goals.

## During Summit

- Capture key takeaways from each session.
- Note at least one idea from each day that could be applied to your work.

## After Summit

- **Within one week:** Debrief with your manager on top takeaways and ideas to apply.
- **Within 30 days:** Share what you learned with your team, through a meeting, a summary, or a quick-reference resource.
- **Within 90 days:** Put at least one new skill or idea into practice, and report back on results, such as time saved, a process improved, or a project delivered.

## My Commitment

Complete this with your manager before Summit.

Development goal 1: _____

Development goal 2: _____

Development goal 3: _____

Sessions I plan to attend: _____

_____

Debrief with my manager by: _____

Team share-out (meeting or date): _____

90-day check-in date: _____

Attendee: _____ Manager: _____ Date: _____

**Professional development creates the greatest value when learning comes back to work with you.**