WiT25 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.

Attending the WiT25 conference will provide invaluable opportunities for professional development, networking, collaboration and knowledge acquisition. This year's conference goals are to promote diversity and inclusion, encourage innovation and look at staying ahead in the rapidly evolving IT industry, goals that we hope align with your institution.

Delegates will hear from leading individuals and institutions using technology in innovative models leading the way. They will be able to network with their peers from other institutions and see other women and role models leading the way. They will understand the challenges and receive inspiration from these role models which they can bring back to their institution.

Whether you're a speaker, delegate or exhibitor, this event is your chance to lead the conversation on women and technology, turning challenges into opportunities for transformation.

☑ OVERVIEW:
Name: Empowering Innovation: Women Shaping the Future of Technology
Dates: Wednesday 14th May 2025
Location: Holiday Inn Liverpool City Centre
Full details can be found at: [WiT25 - UCISA](https://www.ucisa.ac.uk/Events/2025/May/WiT25)

☑ 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
- The conference is tackling one of the key challenges facing IT Departments currently: implementing rapidly changing technologies successfully and safely
- Conscious-raising around the need for diversity in technologies such as AI
- Increasing diversification of people, thoughts and ideas, enabling more inclusive environments and more rounded outcomes

☑ RETURN ON INVESTMENT
Explain the Return on Investment for attending the conference, such as:
- **Increased Knowledge:** Apply new insights and skills to improve project outcomes and drive innovation within our team.
- **Enhanced Network:** Fostering new connections to explore partnerships, collaborations, and business opportunities.
- **Diversity Initiatives:** Strengthen our company's diversity and inclusion efforts, leading to a more dynamic and creative workforce.
- **Increased staff confidence:** We can see it so we can be it
- **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:

https://www.ucisa.ac.uk/Events/2025/May/WiT25