

## Spotlight 2024 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 for the type of content you can include in your business case.

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

Presentations this year will cover a wide range of topics, including:

- The capabilities needed to effectively use new technologies, such as artificial intelligence and machine learning, in education
- The challenges of ensuring digital equity and inclusion, such as supporting transitions into higher education for diverse learners
- The need for new graduate digital capabilities in the digital age
- Supporting widening digital capabilities gaps in a digital-first HE environment

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. It's a great way to pick up tips about teaching Digital Capabilities to staff and students.

Spotlight 2024 is a safe space for staff to have honest conversations with like-minded people!

### OVERVIEW:

- Name of Conference
- Dates and Location
- Overall purpose of the Conference
- Cost of Conference

The details can be found on the overall event page at

<https://www.ucisa.ac.uk/Events/2024/April/Spotlight24>

### INSTITUTIONAL BENEFIT

- Describe the benefit or problem that the conference will help solve.
- Explain how attending the conference will help meet your personal objectives as well as those of your department and institution.
- Identify any current challenges or opportunities that can be addressed from attending the conference

### BUDGET

Break down the cost of attending the conference, including:

- Conference cost
- Travel costs
- Other expenses
- Include any available discounts or early bird rates.

### 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:**

<https://www.ucisa.ac.uk/Events/2024/April/Spotlight24>