



Administrative Professionals CONFERENCE

SHARING THE ROI OF TRAINING

Toolkit for Making a Business Case, Calculating ROI, and Creating a Post-Event Implementation Plan

› **Embrace Today,**
› **Lead Tomorrow**

Produced by



American Society of
Administrative Professionals

TABLE OF CONTENTS

3

Developing a Business Case & Customizable Email Template

4

Calculating ROI & Downloadable Worksheet

5

Post-Conference Implementation Plan

7

Session-Specific Business Cases



Business Case Sample

Executive Summary

The administrative profession is evolving, and to stay effective, I need professional development that includes technical training, networking, and exposure to new tools for success. The Administrative Professionals Conference (APC), produced by the American Society of Administrative Professionals (ASAP), offers these benefits through its comprehensive sessions.

Request Description

I seek approval to attend APC in _____ on _____. The conference covers key areas such as Strategic Partnership & Leadership, Communication & Operations, Technology & Innovation, and Career Growth & Personal Branding, with expert speakers and valuable networking opportunities.

Training Details

The conference offers interactive sessions on skills like Microsoft and AI training, communication, and project management, which will enhance my efficiency and contributions.

Cost and Benefit Analysis

The total cost, including registration, travel, and accommodation, is \$_____. For example, improving PowerPoint efficiency could save the company \$750 annually. Expanding these skills will further increase productivity and savings.

Implementation Timeline

The conference is on _____, and I will provide an action plan to apply the new skills upon my return.

Conclusion

Attending APC will enhance my skills and benefit the company. I request approval to attend. Thank you for your consideration!

[Your Signature]

[Click to view the full business case sample](#)

To prove the Return on Investment (ROI) of training, you have to track and quantify the savings from implementing new strategies you learn. Here are a few sample templates for common types of time-saving strategies that you can use or modify to demonstrate the value to your manager. As you attend each session at the conference, immediately identify which tips and strategies you can apply, then use one of these templates to estimate the ROI for your company.

How to Calculate the ROI of Training - Examples

1. General Template for Any Strategy: Here is a general template for calculating the ROI on any skill or strategy you learn.

Time Saved Calculation:

- Time saved per task: ____ minutes x Tasks per day/week: ____ = Total time saved per day/week: ____
- Hourly rate: \$____
- Total daily/weekly savings: (Time saved ÷ 60) × hourly rate = \$____

Team Implementation:

- Number of team members: ____
- Team members x Total daily/weekly savings: Total savings for team = \$____

For an Excel worksheet for calculating ROI in specific situations, such as email, AI, and project management strategies, click here! →

[Download ROI Excel Template](#)

This Post-Conference Implementation Action Plan outlines the key takeaways from the sessions I attended at APC and provides actionable steps for putting those insights into practice. By applying the strategies and skills gained, I aim to drive both personal and team-wide improvements in productivity and efficiency. This section also includes an analysis of the return on investment (ROI) from each session, detailing the tangible benefits and cost savings that can be achieved through implementation.

Post Conference Implementation Action Plan

These are the sessions I attended at Administrative Professionals Conference on [dates]:

- [Title or topic of the session]
- -----
- -----
- -----
- -----
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Attached to this cover sheet are the key takeaways and next steps for implementation for each session I attended.

Individual ROI Summary

- ROI from Session 1: [\$_____]
- ROI from Session 2: [\$_____]
- ROI from Session 3: [\$_____]
- ROI from Session 4: [\$_____]
- ROI from Session 5: [\$_____]
- ROI from Session 6: [\$_____]
- ROI from Session 7: [\$_____]
- ROI from Session 8: [\$_____]

- ROI TOTAL from all sessions attended: [\$_____]

Additional Team ROI Summary (Optional)

I will share these tips with the assistants on our admin team so they can benefit also.

Team Members Benefiting from This Skill: [Insert number of team members]

Total Savings for Team Per Week:

Team savings = Weekly savings × Number of team members

- Formula: [\$_____ weekly savings] × [_____ team members] = [\$_____ total team savings per week]

Total Annual Team Savings:

- Formula: [\$_____ total team savings per week] × 50 = [\$_____ annual team savings]



Session-Specific Implementation Example

Session Title 1: _____

Key Takeaway:

Describe one specific strategy, tool, or skill learned that can be applied immediately.

How Will You Apply It?

Describe how you will implement this new skill or strategy in your daily tasks.

What Task Will It Improve?

Identify the specific task(s) this learning will improve (e.g., email management, project tracking, meeting prep, document creation).

Expected Time Savings Per Task: _____minutes/hours

Number of Times This Task is Done Weekly: _____/per week

ROI Calculation - Time Saved Per Week:

Total time saved = Time saved per task × Number of times task is done weekly

- Formula: [_____minutes/hours] × [_____ times per week] = [_____ minutes/hours saved per week]

Weekly Savings: \$_____

Weekly savings = (Time saved per week ÷ 60) × Hourly rate

- Formula: ([_____ minutes saved] ÷ 60) × [\$_____hourly rate] = [\$_____ weekly savings]

Annual Savings: \$_____

Annual savings = Weekly savings × Number of working weeks in a year (typically 50 weeks)

- Formula: [\$_____ weekly savings] × 50 = [\$_____ annual savings]

Implementation Accountability:

I will share my progress on implementing this strategy in my weekly one on one with my manager [or in a monthly report to my manager, etc.]

I will also track the specific improvements and efficiencies gained and include a summary report in advance of my annual performance review.



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