



2021 *Virtual* **JOINT
ENGINEER
TRAINING**
CONFERENCE &
EXPO

MAY
17-21





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Society of
SAME
American Military Engineers
samejetc.org

Experience Virtual JETC

We're excited that you are looking to incorporate Virtual JETC: *An Elevated Experience* into your schedule and want to support your case to help you attend.

As part of these efforts, we've put together this Attendee Justification Toolkit, providing you with must-know information about the event for you and your supervisor.

We hope that you find this toolkit useful in justifying your case for attending Virtual JETC this May 17-21, 2021. From connecting with colleagues to enhancing your knowledge base to joint training opportunities to discussing services and products with exhibitors, Virtual JETC will let you *experience* it all.

We look forward to "seeing" you!

For more information, visit www.samejetc.org



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Our Attendees say it best!

- *"This was a great pivot to adding value to the A/E/C community in a challenging time and provides an opportunity to find a way to reach out to more in the future"*
- *"Best JETC ever. It was a star-studded event with fantastic talks, lectures, and forums."*
- *"Great sessions, outstanding keynote speakers, and the timing was right each day to allow everyone to participate virtually and still accomplish a lot of work."*
- *"The SAME National team did an exceptional job transforming JETC into a virtual environment. Access to the educational content was excellent and navigating the site was easy. I believe the interaction with the speakers during each tech sessions was more robust in the virtual environment as a result of the Q&A capability."*
- *"Extraordinarily well done – proud to be a member of this amazing organization!"*
- *"Best virtual platform I've participated in since COVID drove all conferences to virtual formats. Kudos to SAME National."*



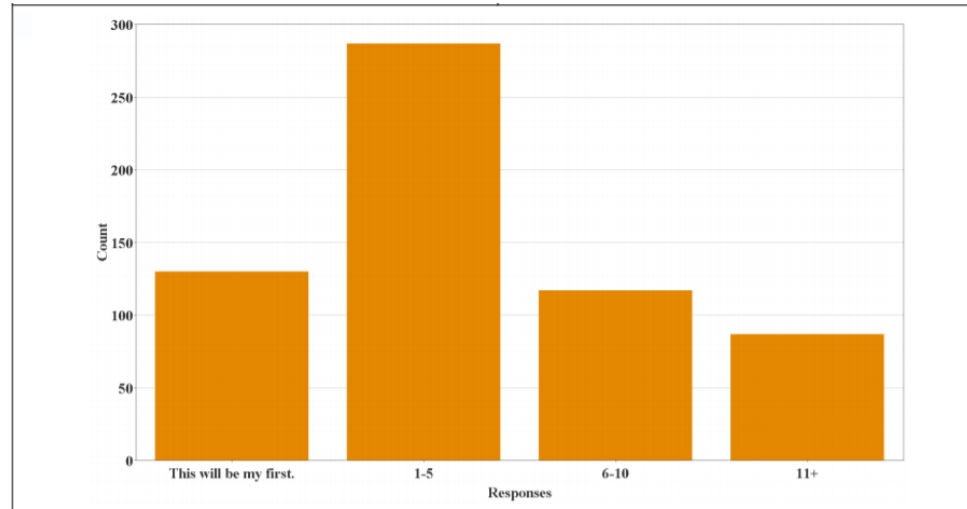
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Top Reasons to Attend

- Last year, 21% were first-time attendees!
- JETC attendees are also repeat customers: 46% have attended 1-5 times, 15% have attended 6-10 times, and 14% attended have over 11 times!



For more information, visit www.samejetc.org/registration



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Top Reasons to Attend

JETC attendees' say it best...

- 79% - very good to outstanding for general sessions / keynotes
- 80% - very good to outstanding for overall value vs cost
- 91% - very good and outstanding for customer service provided by the National Staff
- 91% - a good mix of exhibitors, products, and services represented
- 71% - very good to outstanding overall satisfaction with the online platform

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Government Top Reasons to Attend

- Learn from three **thought-provoking keynote** speakers, along with 50+ invited speakers.
- Engage in **unrivaled training and education opportunities** including a Joint Engineering Warfighting Exercise.
- Attend over **40+** educational and training sessions with live and on-demand access.
- Virtual JETC offers **reduced** registration rates for uniformed/government employees.
- Explore **Virtual Exhibits** featuring Leading A/E/C Companies and find solutions for your agency or service.
- Hear more from colleagues and experts on how your profession is tackling the **infrastructure-related national security issues** we all face in this era of Great Power Competition and unprecedented COVID-challenged environment.

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Attendee Growth

JETC continues to grow every year with government participation.

Year	Total Attendees	Military/Government
2020 (Virtual)	2,127	43%
2019	2,033	22%
2018	1,821	22%
2017	1,684	20%
2016	1,647	15%

For more information, visit www.samejetc.org/sessions.cfm



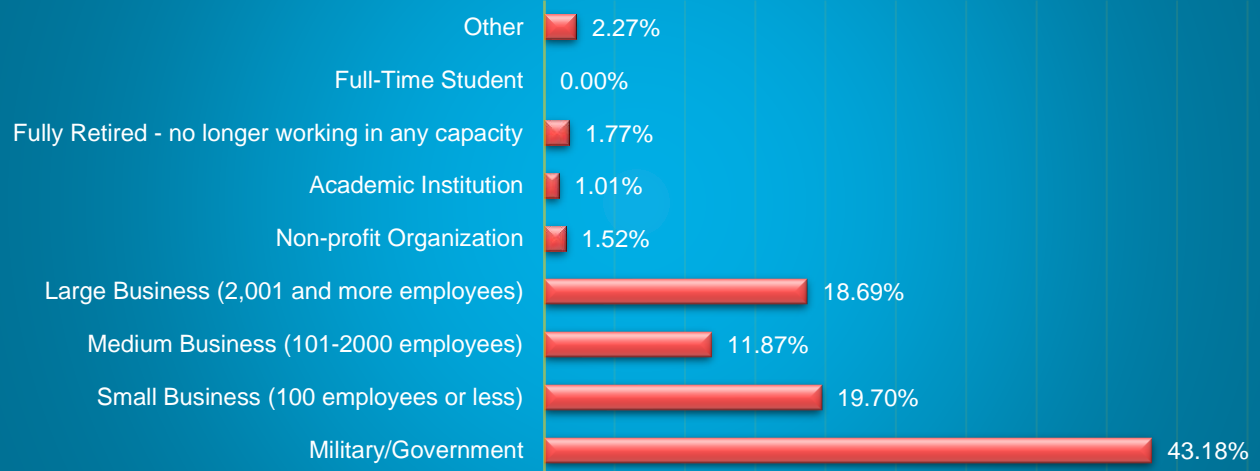
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Attendee Breakdown

2020 JETC Attendee Breakdown



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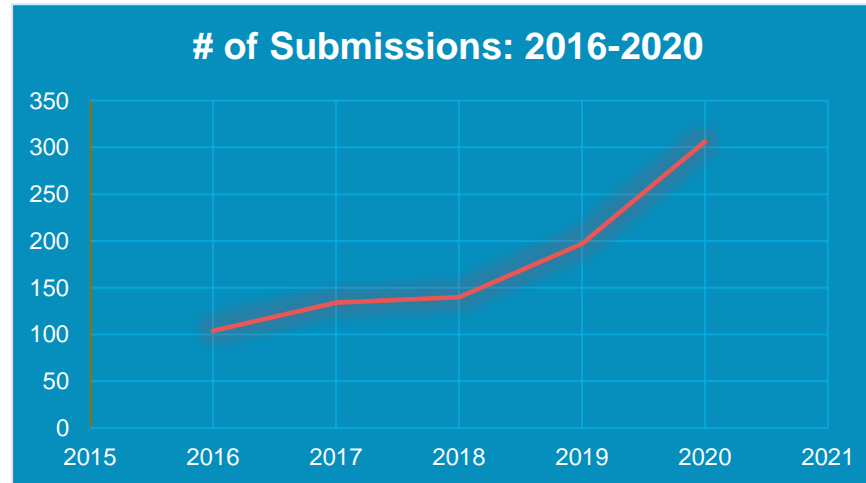
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Best of the Best

Over the last several years, JETC Education Sessions have attracted the best of the best content to help attendees grow and develop in the A/E/C industry.



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Justification Letter (sample)

Feel free to incorporate any of the top reasons to attend listed previously into your letter to help make your business case.

See attached word document.