

MAKE YOUR CASE to attend



2027 NAEA NATIONAL CONVENTION | MARCH 4-6

NEW YORK

> Today's economic climate often makes receiving approval and support to attend conferences and conventions more challenging than ever.

As a professional art educator, you provide students with critical 21st-century skills essential to their achievement and success. Staying on top of emerging research and practices within the field is vital.

> **To secure support from your principal or supervisor**, it's important to show how your participation in the NAEA National Convention relates directly to the objectives within your school learning community while also contributing to your professional development.

> **Do more than ask for approval**—consider submitting a more formal request that demonstrates how your participation directly relates to the strategies and objectives of your school. Articulate the value of your continued professional learning as it benefits your students, your school, and your own professional growth.

> **Download the Encouragement Letter** from NAEA Executive Director Laura L. Lott to include with your request.

DETAILS

When: March 4–6, 2027

Where: New York Hilton Midtown (Headquarter Hotel)
1355 Avenue of the Americas, New York, NY 10019

Sheraton New York Times Square
811 7th Avenue, New York, NY 10019

How: Register now at www.arteducators.org

Stay: Book discounted accommodations online now while they're still available.

Registration Fees:

THROUGH OCT 30 EARLY RATE	OCT 31–JAN 22 STANDARD RATE	AFTER JAN 22 ONSITE RATE
ACTIVE MEMBER PRICING		
\$255	\$310	\$385
NON-MEMBER PRICING		
\$575	\$650	\$750

Articulate the Need!

Following are several quick tips for articulating the need for continued professional development that benefits your students and your entire school community:

1. Write down three to five of the most important goals and strategies being addressed in your school today. What is the primary focus?

2. Think about how you contribute to those goals and strategies. How does your work as a visual arts educator

advance student learning and the mission of your school? Make a list of the contributions made to your school's goals and strategies through the visual arts program.

3. Review the listing of NAEA27 sessions (released in September 2026), to better understand how featured keynote speakers, artists, sessions, and workshops will support your school and district goals. Identify the sessions you plan to attend and make note of the experts and others whom you would like to meet there.

4. Create a compelling case for how participating in the NAEA National Convention and learning from researchers and scholars in the field will impact your teaching practice and benefit your students and school.

5. Provide a summary of the funding you will need, including Convention registration costs, ticketed workshops (optional), NAEA membership (if applicable), travel, and accommodations.

Document Your Case!

Use the sample text below to compose a personalized letter to help make your case for attending NAEA27.

[Click here](#) or scan the QR code to copy the Google template, customize it, and print!



Dear (Administrator's Name Here):

Our school's goal is to improve the overall academic achievement of each student. My professional contribution to this goal is to plan and deliver a quality visual arts education experience for students that will ensure rigorous and meaningful learning.

The NAEA National Convention is the largest professional development opportunity offered worldwide that is exclusively developed for visual arts, design, and media arts educators. Participating in exemplary professional learning sessions, workshops, and meetings with other preK–12 art educators, museum educators, researchers, scholars and university professors, teaching artists, and administrators offers a unique opportunity to collaborate and learn from other professionals in the field, as well as share the successes of our own school/district.

Within the hundreds of concurrent sessions offered at the 2027 NAEA National Convention, there are numerous sessions specifically targeted to my professional development goals—including strategies for enhancing student achievement, interdisciplinary learning, assessment, curriculum, and instruction. Additionally, I will have an opportunity to preview and sample the latest instructional resources and materials and seek potential discounts on future purchases.

I appreciate your consideration for support that will allow me to participate in this professional development opportunity during the 2027 NAEA National Convention, March 4–6, 2027, in New York, NY.

Sincerely,

Your Name Here

Bring It Back!

What you can expect to gain and bring back to your school:

1. Timely and proven practices for helping students achieve goals of developing creativity and innovation.
2. Learning strategies and tools for developing “imagination” skills.
3. Greater expertise in interdisciplinary learning—making connections between art curriculum goals and skills students need to succeed in STEAM (Science, Technology, Engineering, Art, and Mathematics).
4. Understanding of the latest scientific research on how the arts inform the highest level of scientific creativity.
5. Insight into the creative processes of contemporary artists.
6. Valuable resources, curricula, and program ideas that will help you and your school meet the future collaboratively.

Prepare!

Once you have approval to attend, prepare properly so you can demonstrate how you received the benefits you ensured your administrator would be available.

1. Review all Convention details and materials at www.arteducators.org.
2. Register before October 30, 2026 (as an NAEA member), for the lowest registration rates.
3. Make sure to browse ticketed workshops available at NAEA27. You can purchase tickets for these hands-on sessions, offered in addition to concurrent sessions. Hurry! These workshops sell out quickly.
4. Check out the NAEA website to review the Convention schedule, when available, to begin making selections for sessions you wish to attend, and allow time in your schedule. Make sure to include time for engaging in all the Exhibit Hall has to offer.

5. Make a list of people you want to meet and why. Don't be shy about introducing yourself to a presenter following a workshop. Contact other colleagues you know will be attending to set up a time to meet so you can ensure you have time in your schedule for networking.

[See more!](#) >



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