

Long Beach, CA
September, 29-30, 2026



The Bottom-Line Case for Attending ASCM's CHAINge

—
How to Translate Educational Sessions
Into Measurable Improvements

Make the Case. Get Approved. Deliver ROI.

This guide is designed to help you build a clear, compelling case for attending CHAINge — from aligning with business priorities to demonstrating measurable ROI.

Inside You Will Find:

Reasons to Attend CHAINge

- Including invaluable professional development and earning certification maintenance points

Employer-Focused ROI Points

- Why your employer should sponsor your attendance to support actionable knowledge and competitive solutions you can implement immediately

Email Templates

- Pre-written email templates ready for you to copy-paste and send

Workbook

- Short workbook pages to keep track of all your takeaways at CHAINge

Event Details:



Long Beach, California



September 29–30, 2026



na.chaingestates.com

Located at the heart of global trade, CHAINge brings together professionals responsible for keeping supply chains moving — and improving them.

Turn Two Days Into Real-World Supply Chain Impact

The CHAINge 2026 supply chain conference is right around the corner, and ASCM is offering the best of both worlds when it comes to attendance.

Work and Play

During the day, you're surrounded by supply chain leaders as you learn, network and discover practical solutions that **solve your supply chain challenges**. Once you step outside, your education doesn't end.

CHAINge is set in Long Beach, California — a vibrant, coastal city that is both a beautiful destination and an innovative supply chain hub. The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. It's also one of the few U.S. ports that can welcome the largest vessels, serving 175 shipping lines with connections to 217 seaports around the world. **Sign up for a guided tour** of either the Port of Long Beach or Port of Los Angeles as an add-on to your CHAINge experience!

Become a Leader

CHAINge offers the opportunity to expand both your expertise and your professional network. You'll learn from industry experts about how to mitigate disruptions caused from tariffs, trade, and geo-political turbulence. You'll also **gain insights from leaders at top organizations** about using AI to advance supply chain performance and modern strategies for talent development. Upon your return from CHAINge, you'll have the practical know-how to transform your organization.

Earn Maintenance Points

APICS-certified professionals earn while they learn. When you participate in conference sessions, workshops and networking activities, you can **earn up to 16 maintenance points toward your certification**. CHAINge is an ideal opportunity for you to stay certified and remain competitive in the ever-evolving supply chain landscape.

Practical Takeaways You Can Test, Apply and Scale

CHAINge puts you at the center of it all, with opportunities to experience real-world supply chain operations firsthand. Your employer will benefit from your newly acquired learnings and network connections. You'll return from Long Beach with actionable strategies you can immediately implement.

If you're an **associate** at the start of your career, let your manager know that you'll come back with plug-and-play improvements for your operations that you can test fast, including:

Disruption Playbook

- A practical disruption-response playbook you can tailor to your operation, so you're not reinventing the wheel during the next disruption.

AI That Works

- AI use cases that can be piloted immediately (where AI is actually improving supply chain performance), plus a shortlist of what to automate first to reduce cycle time and manual work.

30-60-90 Plan

- A 30-60-90-day implementation plan based on what you learn in sessions and workshops — turning conference takeaways into measurable operational wins.

Benchmarking Checklist

- A peer-tested benchmarking checklist for what high-performing teams are measuring and improving right now and how they're prioritizing fixes, so you can pressure-test your current KPIs and focus areas.

Upskilling Recommendations

- A talent development skills-to-outcomes map you can translate into team upskilling recommendations.

Expert Network

- A curated network of experts and peers you can tap post-conference for quick advice, vendor recommendations and lessons learned — relationships that are much more difficult to build through virtual-only learning.

Team Readout

- A knowledge-sharing package for the team including a concise readout and internal mini-workshop where you translate key insights into "here's what we change Monday," ensuring the value scales beyond one attendee.

From Conference Insights to Operational Improvements

If you're a **manager**, let your executive team know that you'll return with strategies that reduce enterprise risk and improve performance at scale:

Enterprise Resilience Strategy

- An enterprise resilience strategy refresh for how to mitigate disruption from tariffs, trade shifts and geopolitical turbulence — plus specific governance–decision frameworks you can adopt to respond faster.

AI Adoption Roadmap

- An AI adoption roadmap grounded in real examples, such as how organizations are using AI to improve supply chain performance, what prerequisites make it work and where leadership should invest first for measurable return.

Immediate Impact Initiatives

- A set of “move-now” initiatives you can implement immediately — practical, actionable strategies you'll bring back from Long Beach that translate directly into operational improvements in risk, cost, service and agility.

High-Value Partner Opportunities

- A partner and ecosystem opportunity list from in-person relationship-building with peers and experts who can become future collaborators.

Leadership Talent Strategy

- A leadership-level talent strategy takeaway about what leading organizations are doing right now to develop supply chain talent, retain high performers and build capability for transformation.

Trend Intelligence Brief

- A competitive trend intelligence brief for executive decision-making focused on what transformations are shaping supply chain strategies today and how teams are aligning investments and operating models accordingly.

Executive Readout

- A formal post-event executive readout of top insights, recommended decisions and a prioritized execution plan, so your organization sees concrete strategic value.

Manager Email Template

Email to Send Your Manager:

Hi, <Supervisor's name>:

I wanted to share an exciting opportunity with you. I discovered that ASCM is hosting its annual CHAINge conference for supply chain professionals. I believe this presents an ideal moment to help our organization achieve <insert your enterprise metric>.

CHAINge is one of the few in-person events focused on what's working now — strategies teams are implementing in real operations rather than theory. There are multiple sessions I am excited to attend, and my goals would be to return with:

- Concrete AI use cases other organizations are already using to reduce cycle time and manual work, along with guidance on what to pilot first
- A 30–60–90-day action plan that translates conference insights into measurable improvements in cost, service and risk
- A peer benchmarking checklist to pressure-test our KPIs against high-performing teams and help prioritize improvements

I'd also commit to sharing a concise post-event readout and hosting a short internal session with the team so the learnings scale beyond one attendee.

I believe that attending CHAINge, in-person, gives our organization the rare opportunity to form valuable relationships with experts and peers that could later evolve into strategic partnerships. Here are just a few of the organizations that will be in attendance:

<Choose organizations that would be great collaborators for your organization.>

CHAINge takes place in Long Beach, California. If we register early, we can take advantage of a \$400 discount.

I'd really appreciate the opportunity to discuss this with you further.

Executive Email Template

Use this template if you're a director-level (or equivalent) discussing how your attendance will benefit those on your team.

Email to Send Your Executive:

Hi, <Executive's name>:

I'd like to request approval to attend ASCM's CHAINge conference, with a clear focus on returning value at the enterprise level.

My intent is to use CHAINge to bring back:

- A refreshed enterprise resilience framework, informed by how peer organizations are responding to tariffs, trade shifts and geopolitical volatility
- A practical AI adoption roadmap, grounded in real implementations where organizations are seeing ROI and leadership investment makes sense
- A set of immediate, "move-now" initiatives we can act on to improve cost, service and risk performance
- Strategic peer and partner connections that could support future collaboration, benchmarking or solution evaluation

Following the event, I'll deliver a concise executive readout with recommended actions and a prioritized execution plan, ensuring the entire team gains tangible outcomes.

CHAINge is positioned as a working conference focused on implementation rather than theory, and I believe it directly supports our supply chain strategy and risk priorities. I'm happy to walk through the expected outcomes and next steps.

CHAINge takes place in Long Beach, California. If we act before June, we can take advantage of a \$400 discount.

Show Your Work

Following is a workbook for you to use during CHAINge. It'll help you keep track of the insights you learned that you can share with your team upon your return.

SESSION or KEYNOTE (circle one)

Title:

Speaker(s) and organization(s) represented:

What challenges were discussed:

What solutions were deployed:

What were the metrics of success?

What would we need to test to validate fit for our environment?

Which enterprise metric does this connect to?

Where would we see impact first?

How would we measure success?

Which stakeholders need to be involved?

How would we get this started in the first two weeks after CHAINge?

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