

Why I must attend PRIMA's 2019 Annual Conference

[NAME],

I'm writing to ask for approval to attend PRIMA's 2019 Annual Conference, one of the leading public risk management events in the nation, being held June 9-12, 2019 at the Gaylord Palms Resort & Convention Center, Orlando Florida.

At the conference, I will be able to choose from 55+ educational sessions and conduct a year's worth of business in a single day with 90+ exhibitors at the event's trade show. The information and ideas gained at this event will help us to be more efficient in our risk management processes and practices.

This conference has grown significantly in just a few short years, with many of last year's attendees saying they wanted to come back this year. Attendance includes two-and-half days of learning and networking, best practice sharing, hands-on training, and an interactive environment where I can learn about risk control, safety, leadership, worker's compensation and employee benefits/human resources—just to name a few.

In particular, I'd like to focus on finding solutions or best practices that could benefit these projects and initiatives:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

In attending the conference, I will have a unique opportunity to interact directly with public risk management experts including risk and insurance consultants, attorneys and thought leaders within the industry. This event is the most impactful way to gain a deeper understanding of how PRIMA can help us accomplish our organizations goals.

Here's an approximate breakdown of conference costs:

- Airfare: \$X
- Transportation: (round trip taxi from airport to hotel) \$55 Approx.
- Hotel: Gaylord \$199 + taxes and a \$10 resort fee (3 nights)
- Registration Fee: \$X
- Total: \$X

I'll submit a post-conference report that will include an executive summary, key industry takeaways, best practice tips, and a set of recommendations. I can also share relevant information with key personnel throughout our entity.

Thank you for considering this request. I look forward to your reply. Please let me know if I have sign off to attend this valuable event, as the earlier I make my travel arrangements, the more cost friendly they will be!

Thank You, [NAME]