**TO**:  
**FROM**:   
**SUBJECT**: Why I should attend **GBTA Convention 2020**  
  
[GBTA Convention 2020](https://convention.gbta.org/?utm_source=JustifyAttendance&utm_medium=Template&utm_campaign=Convention2020) is an educational and networking conference for over 7,000 business travel colleagues. I would like to request approval to attend.

This year’s event offers over 100 education sessions covering 15 different tracks in travel management. These sessions will address the issues that we face and inform us how to implement and achieve optimal outcomes within our organization.

This event is an opportunity for me to network with other business travel professionals who face similar challenges, as well as meet hundreds of business travel industry suppliers to find out how their latest developments will benefit us.

This event runs from **July 25-29 in Denver, Colorado**.

Here are the goals I plan to accomplish:

1. *Enter Goal 1*
2. *Enter Goal 2*
3. *Enter Goal 3*

I have calculated an approximate breakdown of costs associated with my attendance:

|  |  |
| --- | --- |
| Convention Registration \*This includes access to all education sessions, networking, the Expo Hall and lunch from Monday July 27 to Wednesday July 29. | $ |
| Professional Development  \*Professional development courses offered July 25th and July 26th. | $ |
| Accommodations estimate | $ |
| Flight estimate | $ |
| **Total** | $ |

I believe my attendance at GBTA Convention will provide me with new ideas and strategies to elevate travel management in our organization. Once I return, I can provide a report of my key takeaways, and share new trends and strategies with the team. I will work to make sure we get the full value of this event.  
  
Thank you for your consideration.

Sincerely,   
*Your Name Here*