**TO**:  
**FROM**:   
**SUBJECT**: Why I should attend **GBTA Convention 2023**  
  
[GBTA Convention 2023](https://convention.gbta.org/) is an educational and networking conference for business travel colleagues. As a first-time attendee I believe my participation is critical to bringing new ideas and approaches to our organization and further my professional development. I would like to request approval to attend.

This year’s event offers Main Stage sessions, breakout sessions, and workshops covering 10+ categories of business travel management. These sessions will address the issues like crisis recovery, current trends, future issues and best practices across procurement, buyer/supplier relationships, travel & meeting operations policies, along with career & personal development and more.

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. The GBTA Convention 2023 has built a [Connect First](https://convention.gbta.org/program/connect-first/) program for first-time attendees to ensure that my first event is a successful and memorable one.

This event runs from **August 13-15 in Dallas, Texas**.

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, and the Expo Hall  from Sunday, August 13 to Tuesday, August 15. | $ |
| 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*