**TO**:  
**FROM**:   
**SUBJECT**: Why I should attend **Loyalty & Awards, 2021 conference**

[Loyalty & Awards](http://www.loyalty-and-awards.com) is an educational and networking conference with expected attendance from around 250 loyalty industry travel colleagues. I would like to request approval to attend.

The conference offers high quality education and knowledge sharing sessions covering different topics in the travel loyalty industry, as well as workshops and vendor presentations which are directly related to our current needs. These sessions will be led by well-known international experts in the travel industry and will address the issues that we face and inform us how to implement and achieve optimal outcomes within our organization.

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

In addition, the Awards ceremony will take place on the second evening of the conference. It’s a must-attend event recognizing the best developments in the industry over the last year (we are also entering our project XXXX for an award).

This event runs from **October 11th to 13th** in Dubai, United Arab Emirates. The conference agenda can be found [here.](http://www.loyalty-and-awards.com/)

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 exhibition hall and lunch during the  conference from Monday, October 11th through Wednesday, October 13th | € or $ |
| Accommodations estimate | € or $ |
| Flight estimate | € or $ |
| **Total** | € or $ |

I believe my attendance at Loyalty & Awards 2021 conference will provide me with new ideas and strategies to elevate loyalty / customer relationship 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 from this event.

Thank you for your consideration.

Sincerely,

*Your Name Here*