

*We know that in the current climate, each and every bit of expenditure is scrutinized carefully. Convincing those holding the purse strings that attending a conference is a worthwhile exercise can be very difficult.*

*We have put together this document with a list of arguments to help you communicate the advantages of attending. Feel free to copy or edit parts of it to make it as relevant as possible for the particular circumstances in your organization.*

*We hope to see you in Aarhus in November.*

[TEMPLATE BELOW]

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I would like to attend the J. Boye Aarhus 17 Conference in Denmark on the 7th – 9th November.

As I appreciate that all expenditure must be justified and the benefits of new investments should be clear, I wish to outline why my attendance would be a worthy expense and a good investment.

The conference program brings together:

- The latest best practices and most effective solutions within the fields of web and intranet
- Industry experts who have worked on some of the most progressive and successful digital projects; consumer sites, corporate sites and intranets
- Representation from wide range of sectors and industries; B2C as well as B2B
- Strategic as well as operational approaches to how to tackle digital projects

The aim of this event is not to simply showcase the glitzy success stories from those with vast resources, but to provide tangible, realistic and cost effective ideas for how to get most out of the digital investments in an organization such as ours.

At [your organization] we are ambitious about our digital presence, but our achievements could be boosted by learning from other experienced professionals who have worked successfully through similar projects – rather than always start by calling in consultants or software vendors. Attending a day at the conference costs less than a typical consultant's day rate.

Additionally, the conference is an unmatched networking opportunity. I'll be able to talk to peers in our own and other industries to learn how they're tackling the digital challenges we're currently working to solve. The conference pass includes access to the evening networking dinners attended by all attendees; delegates and experts alike.



Training and education are integral components of this event: as well as a long list of real-life cases, the programme will feature keynote speeches from industry thought leaders and analysts who will provide tips on how to get us started on the right path to solving some of our more complex questions. All input that can act as a catalyst for more effective methods back at the office.

Therefore, attending the J. Boye conference will be an initial expense, but because of the opportunity for me to meet and problem-solve with peers and experts, my attendance at this benchmark industry event is an opportunity we cannot afford to miss.

Specifically, I will be attending the conference to get information or help with these projects:

1. <Fill in>
2. <Fill in>
3. <Fill in>

*Estimated total cost of attending:*

- Travel costs: €X
- Hotel nights in Aarhus (Options range from €80 – €200 / night)
- Registration: €X
- Total: €X (w/o “Early Bird”: €X)

I am requesting approval from you now so we can take advantage of the “Early Bird” registration rate of only €X—a 10% saving. J. Boye also offers further enhanced discounted tickets for bulk purchases.

I will follow up with you after the conference to discuss significant takeaways, tips and recommended actions. Additionally, I'll communicate relevant information with the appropriate key personnel. Thank you for considering this request.