

*We know that in the current climate, each and every bit of expenditure is scrutinized carefully. Convincing those holding the purse strings that being member of a peer-to-peer network is a worthwhile investment can be very difficult.*

*We have put together this document with a list of arguments to help you communicate the advantages of joining the J. Boye network. 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 as a future member of the J. Boye Group network.*

[TEMPLATE BELOW]

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I would like to become a member of the [Group name] in the J. Boye peer-to-peer network.

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

The [Group name] brings together:

- The latest best practices and most effective solutions within the fields of [group topics]
- Access to industry experts who have worked on some of the most progressive and successful digital projects; consumer sites, corporate sites and intranets
- Representatives from organizations that have digital communication needs and challenges similar to ours
- Professionals from wide range of industries, including our own industry, and from B2C as well as B2B, G2C, G2B and B2E sectors.
- Strategic as well as operational approaches to how to tackle digital projects

The aim of the membership and the group meetings 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 organisation such as ours.

At [your organization] we are ambitious about our digital presence and all the transformational business opportunities digital represents, and 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. Becoming a member of the network costs less than a typical consultant's daily fees.



The membership includes access to the local group members as well as the global J. Boye Group community with several hundred members in 50+ groups.

Moreover, the annual J. Boye conference is an unmatched networking opportunity. By attending, I would 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. Members can attend the J. Boye conference at a substantial discount.

Training and education are integral components of the group meetings and all other J. Boye events: as well as a long list of real-life cases, the meetings feature in-depth discussions between peers and interactive sessions with industry thought leaders and analysts who provide tips on how to get us started on the right path to solving some of our more complex questions. All these inputs can act as a catalyst for more effective methods back in our organisation.

Becoming a member of the network will be an initial expense, but because of the possibility for me to meet and problem-solve with peers and experts multiple times a year with constant access to the wider network, my membership in this global network is an opportunity we cannot afford to miss.

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

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

*Estimated total cost of attending:*

- Membership Option [Solo/Team]: €X
- Travel costs: €X

I am requesting approval from you now so I can be part of the network to get access to the network and attend the next group meeting on [date/month].

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