**Need Approval to Attend Business Meeting?**

When seeking approval from your company to attend a conference, it’s crucial to provide a clear and compelling justification that highlights the potential benefits to both you and the company. Below you will find sample justification letters to use. Here are some additional tips to help you craft a convincing argument:

**Knowledge Sharing:** Highlight your willingness to share the knowledge and insights acquired at the conference with your colleagues. Assure your boss that you will create a detailed report, summary, or presentation to disseminate key takeaways and recommendations within the team or organization.

**Networking Opportunities:** Emphasize the networking opportunities the conference offers. Mention the chance to connect with industry peers, potential clients, partners, or experts, which can lead to valuable collaborations, partnerships, or new business opportunities for the company.

**Commitment to Growth:** Express your commitment to personal and professional growth and how attending the conference reflects your dedication to continuously improving your skills and knowledge for the benefit of the company.

SAMPLE MEMO

Subject: Justification for Attendance at IANA’s Business Meeting

I am writing to formally request approval to attend the upcoming Intermodal Business Meeting scheduled to take place from May 6-8, 2024 in Lombard, IL. This event presents a significant opportunity for professional development, networking, and gaining insights into the latest trends and innovations within the intermodal industry.

It is important to keep up with advancements in our field and establish meaningful connections with industry peers. IANA’s Business Meeting provides an opportunity to achieve these objectives through its diverse range of sessions, roundtables, and networking opportunities.

Below, I have outlined the key reasons why my attendance at this event is crucial for both my professional growth and our organization's strategic objectives:

**Industry Insights:** The Intermodal Business Meeting offers a series of sessions and panel discussions covering pertinent topics such as emerging technologies, regulatory updates, and market trends.

**Networking Opportunities:** One of the most significant benefits of attending industry events is the opportunity to network with professionals from various sectors of the intermodal industry. Building and nurturing these relationships can lead to potential collaborations, partnerships, and business opportunities that could benefit our organization in the long run.

**Competitive Advantage:** By staying informed about the latest advancements and best practices in the intermodal industry, we can gain a competitive edge over our peers. Attending this event will allow me to gather intelligence on industry trends and competitor strategies, which can be leveraged to refine our own strategies and offerings.

**Representation of [Your Company/Organization]:** Being there will also serve as a representation of our organization's commitment to continuous learning and innovation within the intermodal industry. It is essential for us to maintain a visible presence at such events to reinforce our position as a leader in the field.

Costs of attending:

* [Registration](https://www.intermodal.org/business-meeting/registration): $\_\_\_ includes breakfast and lunch Tuesday and Wednesday.
* Flight: $\_\_\_
* [Hotel:](https://www.intermodal.org/business-meeting/housing) $150/night + tax (hotel rate closes April 15, 2024)

I respectfully request approval to attend the Intermodal Business Meeting. I am confident that the knowledge, insights, and connections gained from this event will yield benefits for both my professional development and our organization's growth objectives.

Thank you for considering my request. I am more than willing to provide any additional information or answer any questions you may have regarding this matter.