

# Justify Your Attendance

We don't need to tell you that you've made a great choice by deciding to attend FELABAN CLAB 2019. But upper management, well, they might need some convincing. Fortunately, we make that part easy.

During these three days, you'll have access to the powerful panel discussions and intensive, targeted breakout sessions covering the latest, most compelling and relevant technology and innovation topics led by industry MVPs as well as the chance to network and meet with other professionals in your field. Obviously, we're biased, but it's safe to say you'll experience some unbeatable professional development.

Each year, the Conference takes on a different and relevant theme, addressing today's most pressing threats in technology & innovation. That means even if you've attended in the past, you're sure to discover something new.

Below, we've provided a Business Justification Letter template. It's a breakdown of the Conference's key selling points and other details we think will show your boss how beneficial the Conference is to you and your organization. Simply copy and paste this letter into an email, and you'll be one step closer to your front row seat.

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Subject: Request to attend Felaban CLAB 2019 in Hollywood, Florida

Dear [Decision Maker Name],

I'm writing to request your approval for me to attend FELABAN CLAB, September 4-6, 2019 at the Diplomat Beach Resort in Hollywood, Florida. The Conference offers three days of powerful panel discussions and intensive, targeted breakout sessions covering the latest, most compelling and relevant technology and innovation topics experienced industry practitioners. It is widely regarded as the world's leading forum for enterprise and technical information professionals. Therefore I would like to request approval to attend, as I believe it will further develop my technical skills, and build knowledge around new security innovations and shared best practices.

The Conference offers comprehensive, cutting-edge educational sessions presented by leading industry speakers. It covers a number of critical security issues and emerging concepts facing our organization.

If I attend I'll receive:

- **Educational Sessions** : Over 30 hours of educational sessions. This year’s program includes session presentations touching on several important topics for us. There are over 31 sessions covering a wide variety of topics – for example:  
Digital Banking Horizon, Fraud & Cybersecurity, Artificial Intelligence, Blockchain and Machine learning; Virtual currencies, Talent Management, Big Data, Regulatory Landscape, Customer experience,
- **Latest Trends** : I’ll also have the chance to understand the latest trends from industry leaders and guest speakers as well as learn first-hand about actual end user experiences from seasoned practitioners.
- **Networking** : 18 hours of high level networking not counting breakfasts and breaks. Throughout the course of the three days there’s time dedicated to networking, plus special events, so I’ll have a chance to raise our profile and develop our relationships and contacts.
- **Access to more than 100 key sponsors.** I’ll have access to over 100 leading technology innovators in the technology space. There will be demos and 1-to-1 face time with vendors – all in one place – which can save our company time and money.

**Costs**

The approximate investment for my attendance is as follows (complete the information as appropriate):

Travel costs	\$XXX
Accommodation (4 nights at \$ 196/night*)	\$XXX
Meals (4 days at \$XXX per day)	\$XXX
Full Conference Pass (for 3 days)	\$XXX
<b>Total cost to attend:</b>	<b>\$X,XXX</b>

\*The Conference has specially negotiated hotel rates for attendees at the Diplomat Beach Resort in Hollywood, Fl

†Use discount reservation code CLAB when booking to secure your FELABAN Clab 2019 attendee discount.

When I return from FELABAN Clab 2019, I will compile a short presentation covering speakers presentation notes, useful vendor product information, new contacts made and a proposal for implementing new ideas that will benefit our team. I will also make any Conference materials available to my colleagues.

To benefit from the current discount I need to register before December 01, 2018, so I appreciate a quick response. Thank you for your consideration.

[Add standard sign off]