

## CUSTOMISABLE BUSINESS CASE TEMPLATE TO PRESENT TO A MANAGER TO APPROVE EVOLVE 2024 ATTENDANCE

*Here's a starting point to adapt or embellish and send to your manager to obtain approval to attend Evolve 2024.*

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Dear xxx,

I wish to present a case substantiating how my attendance at this year's annual Meetings & Events Australia (MEA) conference, Evolve 2024, would benefit both the business and my own professional development. It is being held over 12 & 13 June.

MEA is Australia's longest operating & largest events industry peak body. Its membership and community are the people and businesses who manage, organise or produce events, are the venues or destinations where events are held, or are suppliers to the industry. Essentially our sector peers and partners.

The overarching content theme for this year's event is 'Lead with Impact. Empower to Grow. Connect for Success.'

I propose that Evolve presents an excellent opportunity to improve my skills and value to our business in three key contexts:

- Increased connection with people in our industry by building relationships that will {choose most relevant}
  - *ensure our clients are getting the latest technology and best suppliers for their events*
  - *establish a strong reputation for our brand and product amongst buyers and other industry professionals*
  - *grow my confidence and establish a peer network with whom I can negotiate more optimal deals and partnerships for our events*
- Learnings of transferrable principles over a broad range of topics from multiple speakers that I can practically apply to my daily work, in particular
  - *List speakers, their topics and key points from their session synopsis that you would like to profile to make your unique argument*
- Heightened awareness of emerging industry trends and innovations that can potentially be adopted for our products and services.

This particular Evolve conference is quite symbolic for the industry, as the event is returning to the location and venue that needed to be cancelled in 2020 with a month's notice due to the COVID pandemic. Resilience and celebration will be strong undertones in recognition of the full circle the industry has come.

The full event program is accessible here: <https://www.meaconference.com.au/program>

Your guidance on my concurrent session participation options, as you view them being most relevant to my role and our business, would be welcome. I would be happy to schedule some time with you prior to the conference to ensure that our thinking is aligned.

I suggest that my doing a post conference presentation to the team of my key take aways and learnings would be a further way of optimising my attendance.

This year's Evolve is being held in the NSW Hunter Valley. The investment required for my attendance would be:

Registration fee ( <i>2-day learning program, Welcome Reception, Awards Dinner</i> )	\$
Travel	\$
Accommodation	\$
Other	\$
<b>TOTAL</b>	<b>\$</b>

I propose that the yield for this outlay would come in the forms of the increased skills and network my attendance would bring back to the business.

Thank you for considering my request, and I would welcome the opportunity to discuss it further.

Regards,

*Your name*