

TO:
FROM:

SUBJECT: Why I should attend **GBTA +VDR Conference 2024 in Partnership with the Nordic Business Travel Associations | Copenhagen?**

I would like to attend **GBTA +VDR Conference 2024 in Partnership with the Nordic Business Travel Associations | Copenhagen** an educational and networking conference in Copenhagen where other business travel colleagues will be present. The conference will offer a unique opportunity to learn about industry developments; meet with existing and new potential suppliers and extend my network in the industry to the benefit of our organisation.

- The conference will offer 20+ business travel education sessions. These sessions will address the issues that we face and inform us how to implement and achieve optimal outcomes within our organisation.
- There will be 60+ exhibitors represented, some of whom we already work with, others who may offer tools and solutions to improve our programme,
- There will be 1000+ delegates from more than 20 countries – an extended network like this is invaluable for benchmarking; local market knowledge and fast tracking solutions to issues we as an organisation may face.

This event runs from 4-6 November in Copenhagen.

It is an opportunity for me to network and benefit from the insight of other business travel professionals who face similar challenges. Here are the goals I plan to accomplish:

1. Enter Goal 1
2. Enter Goal 2
3. Enter Goal 3

I have calculated an approximate breakdown of costs associated with my attendance:

Conference Registration	£
*This includes access to all education sessions, networking, the Expo Hall	
Accommodations estimate	£
Flight estimate	£
Total	£

I believe my attendance at GBTA Conference will provide me with new ideas and strategies to elevate travel management in our organisation. Once I return, I can provide a report of my key takeaways and share new trends and strategies with the team. I will work to make sure we get the full value of this event.

Thank you for your consideration.

Sincerely,
Your Name Here