



Dear (name),

The 2018 PCMA ICESAP Annual Conference is an important event for business professionals and is the most strategic gathering for those in the meetings and events industry. I believe by sending me to this conference, I will further my professional development and bring back new ideas to the company and team.

This year's agenda focuses on the theme "Interaction with Intention". The schedule gives access to inspirational, informative speakers and immersive learning formats with immediate takeaways on experience design, technology and marketing education, which are relevant to my job challenges currently.

From experiencing high level thought leader sessions and applying lessons learnt through industry-specific challenges and opportunities, the conference sessions will help me with my efforts of making our company more successful and efficient.

I plan to achieve the following three objectives.

- Objective 1. _____
- Objective 2. _____
- Objective 3. _____

Networking is important, especially in the meetings and events industry. This strategic gathering of business leaders within the Asia Pacific region will come together with insights from their experience and new ideas. I will have the opportunity to meet influencers, speakers and the leaders in the industry, address them with problems we face and get advice, while collaborating and co-creating solutions.

Please check out the conference website – pcma.org/annual-conference

Expenses include registration, travel, hotel and meals outside of the conference. The total cost for the conference is (total cost). The detailed cost breakdown is listed in the paragraph below.

Estimated Breakdown of Conference Costs

Registration:

Airfare:

Transportation:

Hotel:

Meals:

Total:

I look forward to bringing learning points back to implement and share with our team to improve efficiency, productivity, and positively impact our 'bottom line'. I am confident that this event would be worthwhile for my position now and for years to come.

Sincerely,

(Your Name)