



2026 Conference Justification Toolkit

We understand that corporate budgets for training and travel are under review in many organizations. As a leader, you may often be faced with either your own need to attend a professional conference or requests by your team members to attend conferences. Professional conferences can be expensive, and not all managers understand their value, or the benefits derived by conference attendees.

This document is designed to help you make the business case to attend the **2026 CERC Annual Conference – [Move Talent with Purpose: Build Business with Impact](#)** – Fredericton Convention Centre – **September 13 – 15, 2026**. The easy-to-use tools contained in this document will help you to calculate costs and identify the return on investment to your organization.

Understanding the Benefits

Many benefits from conference attendance are hard to quantify. For example, many experts agree that the top benefit of conference attendance is the value of networking (sharing and exchanging best practices and solutions, building relationships and expanding your professional network). Although networking is undoubtedly one of the most important aspects of a conference, it is also the toughest for which to quantify any value.

When you propose a conference for approvals, don't focus on how much you want to go; *focus on what you will specifically bring back to the organization as a return on the investment, as well as a return on relationship.*



Details you should identify that demonstrate added value to your organization include:

- **Session content.** What sessions have relevance to your organization's work? Specifically identify knowledge you can take back to your organization and share with your colleagues:
 - Information and insights
 - Emerging trends in the industry and new technologies
 - Tools
 - Training
 - Processes
- **Vendor contacts.** Will the conference showcase vendors with services and tools you use or are evaluating for potential future use? Is this an opportunity to learn more about and/or compare various providers?
- **Best practices.** Will there be sessions or opportunities to learn best practices from industry speakers and subject matter experts on current (and future) trends that will immediately benefit you and your organization?
- **Professional Development.** Will there be workshops designed to teach attendees a special skill and/or help your team overcome current or future challenges?

See [CERC Conference Program](#) and [website](#) for details

How to propose the benefits of attendance to your leader:

After you have identified the benefits, you will need to provide both the benefits and expenses to your leader so that they can decide the value of your proposition.

It's up to you to sell your conference proposition!

To support this process, use the following *Benefits Worksheet* to help focus on the benefits. Use this worksheet as a guideline and feel free to customize or tailor according to your organization and circumstances.



Benefits Worksheet

Your Organization's Benefits	Specific Needs, Sessions & Workshops that Meet the Need
Networking Benefits	The CERC Conference will allow me to network with professionals and service partners in the industry. I will be able to take the pulse of what is happening with regard to services, strategies, policies, and current and future trends and generate ideas and new insights. I will be able to receive advice about specific challenges we are facing.
Current Programs	I will be able to benchmark our mobility programs against those of other organizations to ensure that we are competitive in attracting and retaining key talent.
Future Services Exploration	This conference will allow me to network with industry experts and meet service partners to explore their offerings. I will learn about new service offerings that have been developed in response to emerging trends.
Knowledge Management	Upon my return from the conference, I will be able to provide lessons learned and take-aways that will benefit the rest of the team. I will have a deeper level of knowledge about the direction of mobility management.

Understanding Your Conference Expenses

Before you can even begin to justify conference expenses, you need to calculate what those expenses are. To help you determine the overall cost, this Expense Worksheet may help.



Expense Worksheet

Expense	Guideline	Cost
Conference Fee	See CERC website for Conference pricing register early for discounted pricing (before June 30)!	Early Bird Pricing before June 30: CERC Member \$1,255.00 CAD + 15% GST Non-Member \$1,770.00 CAD + 15% GST First-Time Corporate Conference Attendees: Please call the CERC office at 416-593-9812 (Toll Free 1-866-357-2372) or email (info@cerc.ca) to learn about registration discounts
Roundtrip Flight /Train	Use a web travel service or your company's corporate travel provider to get an estimate CERC is offering discounts for Air Canada	\$
Ground transportation to/from airport	This includes ground transportation to/from the airport	
Hotel	Book early using the CERC hotel rates at one of the two options: Hilton Garden Inn Fredericton or Crowne Plaza Fredericton-Lord Beaverbrook	\$259 CAD/night (Hilton Garden or Crowne Plaza)
Mileage Reimbursement	Driving to conference? To the airport for your flight? Use Google Maps to calculate distances	\$
Parking Reimbursement	At airport for flight departure, or at hotel where conference is located	\$
Meals	CERC Conference includes all breakfast, lunch and dinner meals each day.	\$0 or "No additional cost" during conference
Subtotal (a)		\$
Total number of employees attending conference (b)		
Multiply subtotal (a) by total number of employees attending conference (b) = Total		\$



Justification Letter to Management

After completing the Benefits and expense worksheets, incorporate the content into the following justification template. **Please note, this is sample text. Please feel free to customize, as needed.**

Subject: Request to Attend the CERC Global Mobility Conference

Dear **[Recipient's Name]**,

I would like to formally request approval to attend the Canadian Employee Relocation Council (CERC) Global Mobility Conference **[insert location and dates]**. This two-day event brings together global mobility and relocation professionals from across Canada and beyond to exchange insights, tackle industry challenges, and explore strategies for the future of mobility programs.

Attending this conference aligns with our organizational goals by equipping me with the skills and knowledge needed to strengthen our mobility and relocation programs, which play a vital role in attracting and retaining top talent. Experts will deliver insights into topics directly relevant to our current and future initiatives, such as:

- Navigating economic pressures and adapting mobility programs to address rising costs and housing challenges.
- Ensuring mobility policies are aligned with changing employee expectations.
- Exploring hybrid and remote work models for global assignments.
- Ensuring compliance and managing risks in an evolving regulatory landscape.
- Leveraging technology to optimize talent mobility and employee experiences.
- Integrating sustainability and DEI into global mobility initiatives.
- Enhancing talent acquisition, development, and retention through mobility.
- Understanding the impact of changing geopolitical factors on mobility strategies.
- Measuring the return on investment (ROI) of mobility programs.

With global mobility trends evolving rapidly, this conference will provide strategic and actionable insights to help us remain competitive in attracting key talent and navigating challenges such as **[insert specific challenges your organization is currently facing, e.g., housing costs or hybrid work]**.

I am particularly interested in sessions focused on **[insert specific topics you want to prioritize]**, which will support my role in **[insert your role/responsibilities]**. These insights will empower me to optimize our mobility strategies and help ensure we meet both employee needs and organizational objectives.



Given our organization's emphasis on growth and innovation, the knowledge and skills I gain from this conference will translate into immediate value. I will share key learnings and recommendations with the team upon my return to maximize the conference's impact.

I estimate the total cost to be approximately [include a budget breakdown of registration, travel, accommodation, and meals, if known]. I believe this is a worthwhile investment in professional development that will directly benefit our organization's mobility programs and overall strategy.

Thank you for considering my request. I am confident that attending this conference will enhance my contributions to our team and further our mission of being a leader in [your industry or market].

Best regards,
[Your Full Name]
[Your Title]

If you need to include a detailed breakdown of travel cost estimates into the justification letter, use the language below and insert the numbers in the brackets ([]). The travel cost will need to be inputted by you based on your completed expense worksheet.

This is sample text; please feel free to customize based on your circumstances.

Here is the breakdown of conference costs:

Conference Fee: [\$xxxx]
Roundtrip Airfare: [\$xxxx]
Ground transportation: [\$xxxx]
Hotel: [\$xxxx]
Meals: [\$xxxx]
[Add any additional expenses]

The total costs associated with attending this conference are: [\$xxxx].

This event counts towards earning my continuing education credits (CECs) for my CERC professional development recertification and I will also learn best practices from high-achieving industry professionals and colleagues. This is valuable information that I will be able to bring back and share with others in our organization.