

Dear [supervisor],

The Shareholder Services Association Annual Conference is a three-day event taking place July 27-30 in Memphis, TN. Many of the educational sessions apply directly to my daily job responsibilities. After reviewing the program details, I've concluded that attending this educational event would benefit our company in the following ways:

- [Cite a session and tie it back to your organization]
- [Example 2 and justification]
- [Example 3 and justification]

A full schedule of events is available online at <https://www.shareholderservices.org/>

In addition to the cost saving ideas, legal and regulatory updates, and best practices, there are great learning opportunities available from networking with other shareholder service professionals. According to research done by the American Society of Training and Development, an article in MIT Sloan Management Review ("The Social Side of Performance") says, "What really distinguishes high performers from the rest of the pack is their ability to maintain and leverage personal networks. The most effective create and tap large, diversified networks that are rich in experience and span all organizational boundaries." The Shareholder Services Association Conference will provide an environment for me to network in this manner.

The conference also features an exhibit area with many service providers presenting new tools and technologies in areas such as shareholder services, corporate governance, lost shareholder programs, cyber security to list a few. By meeting with industry partners, I can find solutions to everyday issues for our organization.

After returning, I will provide a detailed report that includes a summary, major takeaways, and recommended actions for our corporation.

My expense estimates are as follows:

Early Bird	\$995 Shareholder Services Association members
Registration:	or
	\$1,195 Non-SSA members
Hotel:	\$184 per night, plus tax
Airfare:	[provide an estimation from the current rates]
Meals:	Included
Total cost:	[insert total here]

I am excited to continue to grow my skills and industry knowledge by attending the only event of this kind in the Shareholder Services profession. Please let me know if you need any additional information.