



## #WTSAC2024: CONVINCING YOUR BOSS

Why should your organization budget for a conference in New Orleans, and what is their return on the investment?

- **Determine the value for you AND for them.** Provide your managers specifics on how your attendance will impact current projects; inspire new, diverse, and innovative ideas; rejuvenate your team environment, and amplify everyone's success through knowledge sharing.
- **Be solutions driven.** What are the consistent issues and challenges in your organization? Show the over 25 session topics, presented by industry peers and thought leaders, that may help spark an answer.
- **Inspire your team!** Take effective notes on what means most for your organization – and convince those who stayed behind to attend in 2025.
- **Provide a post-event rundown.** Offer to deliver a short presentation or write up on your key takeaways; and provide to your entire company or post on social media.
- **Plan and purchase early.** Rates change after 2/23/24 – take advantage of our early bird registration rates!
- **So much more.** Curated content, innovative products from exhibiting companies, inspiring motivational speakers, practical takeaways on project delivery, new and updated research, and networking opportunities hard to find anywhere else: welcome to #WTSAC2024

Dear [NAME],

The **2024 WTS Annual Conference** is the largest event for WTS members across North America and transportation industry leaders and stakeholders. For education, networking, and professional development, this event is a must-attend for transportation professionals in any mode, and any role. I believe my participation is critical to bringing new ideas and approaches to our organization and furthering my professional development. I would like to request approval to attend.

The event will be held May 8-10, 2024 in New Orleans, Louisiana. Alongside over 1,000 industry professionals, I will have the opportunity to learn more about current policy and legislation, technical innovations, federal initiatives, strategic management, leadership development, and more. I'll gain practical skills pertaining to project deployment, DEI and workforce development, and much more. The sessions offered during WTSAC2024 are a unique and unparalleled educational opportunity, and the receptions and networking events will allow me to meet and hear from new voices in our industry and strengthen existing relationships.

I plan to attend the following sessions to strengthen my professional development:

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Here are the costs associated with attending the 2024 WTS International Annual Conference.

Airfare:	<input type="text"/>
Hotel:	<input type="text"/>
Registration Fee:	<input type="text"/>
Miscellaneous (meals/taxi):	<input type="text"/>

This investment will pay off in more efficient practices, proven solutions, new insights and ideas. In addition, I can provide a report of my key takeaways and recommended actions to our team.

I appreciate your approval. I will work to make sure we get the full value of this event.

Sincerely,  
[SIGNATURE]