**Why Connect 2023 is a Smart Investment**

To:

From:

RE: Proposal to Attend Connect 2023

I’m writing to ask for approval to attend The Community Roundtable’s annual online community conference Connect, this October 4-6, in Boston, MA.

TheCR Connect is a three-day learning conference exclusively for online community practitioners – people like me, engaged in the development, implementation, management, and measurement of community initiatives for their organizations.

Last year, online community leaders from global companies like Analog Devices, Easterseals, Microsoft, Oracle, Grundfos, AAMC, Zapier, and the YMCA of the USA participated.

This one event brings together a small group of engaged community professionals looking to learn, share and connect – this is an event for strategic and tactical growth.

The three days include interactive sessions on topics like community technology, engagement tactics, and effective measurement and reporting – broken up into expert case studies, small group breakouts, and cohort learning.

Here are five reasons I know Connect is a great investment for our team:

1. The Community Roundtable is the world’s foremost authority on community strategy and management. Their conference is the longest-running and recognized as the gathering place for community practitioners to share lessons learned and discuss how new ideas and technology are transforming the field.
2. A chance to connect with 100+ like-minded community practitioners and business professionals from around the world in an intimate setting.
3. Actionable sessions led by practitioners from brands that can share tangible best practices that we can apply to our business and inspiring keynotes that will invigorate me and reignite my passion and dedication to our company.
4. Access to case studies and success stories that will help us create or justify our own strategies.
5. Time to spend with speakers and attendees at networking events, lunches and breaks, for brainstorming sessions, collaborating problem-solving, and even simply some time to make new connections.

I will walk away with actionable ideas to implement in our program and connections to people that can help me tackle challenges in the future.

This conference should deliver incredible value – 100% of past Connect participants recommend it to community peers.

Thank you for considering this request.I look forward to your reply.

Regards,