**Why I must attend NHMF Conference 2023**

[Name],

I’m writing to ask for approval to attend NHMF Conference 2023, Uk’s leading maintenance conference being held on 24-25 Jan 2023 at the Crowne Plaza, Stratford-upon-Avon. It is an annual conference devoted to housing maintenance and run by maintenance professionals. It covers strategic issues and provides a focus for networking and promoting best practice. As you know, about 24% of marketing budgets are spent on events and it is important that we maximise our investment.

At the conference, I will be able to choose from 10+ educational sessions, earn continuing education CPD credits, and interact with over 30 exhibitors at the onsite trade show.

This year the key themes that will be addresses at this event include:

* Technology & Innovation
* Asset Management & Resident Safety
* Carbon Net-Zero
* Leadership & Talent Retention

This conference has grown from 100 attendees to over 500 in just few years, with over 90% of last year’s attendees saying they wanted to come back this year. Attendance includes two full days of learning and networking, best practice sharing, and an interactive environment where I can learn about the latest trends in our sector, technologies and methodologies to bring back to support our business goals.

I’d like to focus on finding solutions or best practices that could benefit these projects:

• [add project or initiative]

• [add project or initiative]

**Here’s an approximate breakdown of the conference costs:**

|  |  |  |
| --- | --- | --- |
| Transportation | £ X approx. |  |
|  |  |  |
| Conference: (Pick one option from below) | **\*\* Early bird discount \*\***  (book by 30th September) | **Regular price** |
|  |  |  |
| Two days (24 & 25) and two nights (23 & 24) | £799 | £875 |
| Two days only (24 & 25) | £570 | £599 |
| Day one only (24) | £375 | £395 |
| Day two only (25) | £300 | £325 |
| **Total** | **£ X** |  |

I’ll submit a post-conference report that will include an executive summary, key industry takeaways, best practice tips, and a set of recommendations for future projects. I can also share relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply. Please let me know if I have sign off to attend this valuable event, as the earlier I make my travel arrangements, the more cost friendly they will be!

Thank you,

[NAME]