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**Make Your Case to Attend**

**HSMAI Mike Leven Leadership Conference**

**Need help convincing your supervisor to let you attend the HSMAI Mike Leven Leadership Conference? Customize this message and send it to them.**

Dear \_\_\_\_\_\_\_\_\_\_\_,

I would like to attend the HSMAI Mike Leven Leadership Conference, which is being held in Orlando, FL January 29-30, 2025. As you are aware, I am on the Board of Directors for the XXXX Chapter of Hospitality Sales and Marketing Association International (HSMAI).  HSMAI focuses on the ongoing education of Fueling Sales, Inspiring Marketing and Optimizing Revenue within the hospitality industry.  The organization has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.    Per our discussion, I had mentioned that I think it is important to stay active in the organization as it not only helps me grow and develop as a hospitality professional, but gives me ideas and resources to grow our city/hotel/business (pick one)  revenues.

I have a unique opportunity for further learning and development.   The HSMAI chapter board has asked me to participate. The conference will provide significant information for my professional role in the industry and my volunteer leadership role and allow opportunities to network with both potential customers, industry partners and other sales and marketing and revenue management professionals.

The line up of speakers includes world class speakers on leadership development, sales, marketing and revenue management best practices and includes leading industry speakers providing education and resources for HSMAI board leaders.

In talking with a few members who attended in the past, they said the conference was extremely valuable not only from the learning and education sessions, but the opportunity to network and brainstorm with other hospitality professionals.

I look forward to this opportunity and please let me know if you have any other questions,

YOUR NAME HERE