

TO:

FROM:

SUBJECT: Why I should attend GBTA Sustainability Summit: Building a Greener Future for Business Travel, June 13, 2023.

I would like to attend **GBTA Sustainability Summit: Building a Greener Future for Business Travel**, an educational and networking conference in Washington, DC where other business travel colleagues will be present. The conference will offer a unique opportunity to learn about industry developments in sustainability; meet with existing and new potential suppliers and extend my network in the industry to the benefit of our organization.

1. This one-day, high-level event, will bring together experts, industry and policy leaders to outline concrete solutions to manage the environmental impact of business travel. It will address key topics that require radical industry collaboration, such as the development of clean travel solutions, sharing of information and data, and empowerment of business travelers to select greener travel options.
2. Case studies from travel managers will offer practical knowledge, best practices, and concrete solutions on how to reduce and compensate emissions from business travel in an impactful way.
3. There will be hundreds of delegates from North America and beyond, as well as a Sustainability Showcase of companies that can provide sustainability solutions. Engaging with this audience is invaluable for benchmarking our efforts, local market knowledge, and fast-tracking solutions to issues we as an organization may face.

It is an opportunity for me to network and benefit from the insight of other business travel professionals who face similar challenges. Here are the goals I plan to accomplish:

1. Enter Goal 1
2. Enter Goal 2
3. Enter Goal 3

I have calculated an approximate breakdown of costs associated with my attendance:

Conference Registration *This includes access to all education sessions, networking, the Sustainability Showcase	\$
Accommodations estimate	\$
Flight estimate	\$
Total	\$

I believe my attendance at GBTA Sustainability Summit will provide me with new ideas and strategies to elevate sustainable travel management in our organization. Once I return, I can provide a report of my key takeaways and share new trends and strategies with the team. I will work to make sure we get the full value of this event.

Thank you for your consideration.

Sincerely,

Your Name Here