



TO:
FROM:
SUBJECT: Attendance at GBTA Conference 2023 | Toronto
DATE:

Dear XXX,

I would like to request to attend GBTA Conference 2023 | Toronto, taking place on May 15-17 at the Metro Toronto Convention Center for its 18th year in Canada. GBTA Conference 2023 | Toronto is the leading business travel & meetings conference in Canada, anticipating over 650 people with over 50 exhibitors. The conference will feature 12 education sessions and a wide array of main stage topics delivered by industry and business leaders that will cover topics including:

- Sustainability in Canadian Travel
- The Future of Canadian Travel Sourcing
- Innovation in Canadian Airports
- The Landscape of the Canadian Travel Industry

GBTA in Canada serves as the premier stage for industry leaders, business innovators, and travel & meetings professionals, showcasing the latest products and services, helping Canadian companies evolve with the current industry trends, and forming meaningful business partnerships.

This year's conference is more important than ever before, as we reunite our Canadian industry with new knowledge, expertise, and impactful best practices to move forward successfully, preparing for a strong return of business travel and face-to-face meetings.

Not only will my participation in this conference help me to be current on what has evolved with business travel in Canada, it will provide me valuable perspective into the issues that we face today and inform our organization on how to implement and achieve optimal outcomes for our future.

This event is also an opportunity for me to network and benefit from the learned 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 believe my attendance at GBTA Conference 2023 | Toronto will provide me with new ideas and strategies to elevate business 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