



**TO:**  
**FROM:**

**SUBJECT:** Why I should attend **GBTA Canada Conference 2025 | Toronto**

I would like to attend GBTA Canada Conference 2025 in Toronto because it is an educational and networking conference for business travel professionals. The conference will offer a unique opportunity to learn about industry developments, meet with existing and new potential suppliers and extend my network in the industry to the benefit of our organization.

- The conference will offer 20+ business travel education sessions. These sessions will address the issues that we face and inform us how to implement and achieve optimal outcomes within our organization.
- There will be 60+ exhibitors represented, some of whom we already work with, others who may offer tools and solutions to improve our program.
- There will be industry professionals from many countries – an extended network like this is invaluable for benchmarking, local market knowledge and fast tracking solutions to issues we as an organization may face.

This event runs from **April 28-30, 2025 in Toronto.**

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 <i>*This includes access to all education sessions, the Expo Hall, networking</i>	C\$
Accommodations estimate	C\$
Flight estimate	C\$
<b>Total</b>	C\$

I believe my attendance at GBTA Canada Conference 2025 will provide me with new ideas and strategies to elevate 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**