



Sample Memo: NACE 2017 Conference & Expo

To: *(Insert manager's name here)*

From: *(Insert your name here)*

Subject: NACE 2017 Conference & Expo

The NACE 2017 Conference & Expo features strong programming and the unparalleled opportunity to connect with 1,800 of the field's most active college recruiting and career services professionals. I believe by attending this conference, I can gain fresh ideas, skills, and contacts that will benefit *(insert name of organization/institution here)*.

By attending, I expect to 1) bring back new ideas and best practices that will immediately benefit our operation; 2) stay on top of trends that could affect our operation and goals, and identify strategies to capitalize on those trends; and 3) build new and strengthen existing relationships that will benefit our office. Below is a sampling of the sessions I plan to attend, which will help me in meeting my objectives:

(insert 5—8 sessions you plan to attend)

The conference fee is $\$(insert\ rate)$. Taking into account travel and hotel, I estimate the cost to be *(insert total cost here)*.

I believe this will be a great investment for *(insert your company name here)* and a good use of my time.

Thank you for your consideration. I will await your approval.

Regards,
(insert your name here)