

## Sample business case for your boss

Please edit the sections relevant to you and your organisation

Dear [First name],

I would like to apply for budget approval to attend the Learning Technologies 2023 Conference & Exhibition on 3-4 May 2023 at ExCeL London.

The Learning Technologies Conference & Exhibition is Europe's leading workplace learning event, attracting 9,000 learning and development professionals. The Learning Technologies Conference features over 90 industry expert speakers and more than 30 conference sessions, which explore the latest applications of learning technologies, as well as the emerging practices leading organisations use to build effective learning strategies.

The Learning Technologies Conference will also have first-hand case studies of solutions that address the challenges L&D professionals face today. All of this will provide me with the perfect environment to stimulate and explore working practices, create a better understanding of the learning and development world, and how this can benefit [insert your organisation name].

After the event, I will share my new knowledge and insights with my team members in [insert department name] to enhance the collective ability of [insert organisation name]'s workforce to stay at the forefront of our industry, and ultimately improve team effectiveness.

Also, there are endless networking opportunities so I can grow my network and build relationships with other L&D professionals who will inspire, enrich, and help me to perform my job.

Benefits include:

- 90+ leading speakers and facilitators, including keynotes on both days
- 30+ conference sessions delivered by industry expert speakers
- Access to the free exhibition, which includes 200+ free seminars
- Networking opportunities with 9,000 L&D professionals

There are several workshops and sessions that I would like to attend, which I have outlined in the table below along with my projected costs for the whole trip.

Thank you for your consideration.

Regards,  
[Insert name]

**Conference:**

I plan to attend the following sessions to enhance my knowledge.

[List the sessions you plan to attend as well as the learning outcomes and how they will benefit you, your team, and your company]

Session title	Learning outcomes

**Exhibition:**

I plan to visit the following exhibition stands to research new products and services.

[List the exhibitors you plan to meet and why this will benefit you, your team, and your company]

Supplier	Outcome

**Costs:**

[List all costs associated with your budget application]

Description	Cost
Conference Ticket	
Travel	
Accommodation	
Meals	
Other Expenses	
<b>Total</b>	