**Service Management World: A Digital Experience Conference Proposal**

To:

From:

Re: Proposal to attend Service Management World: A Digital Experience conference

Date:

I’ve been invited to attend Service Management World: A Digital Experience (SMW). Our organization would benefit greatly from my attendance at this event, taking place November 17-18, 2020 in a digital format. Focusing on the challenges and opportunities facing service management leaders going into the future is what SMW is all about. They’ll help me and 750+ of my peers learn to manage changing customer and business expectations, emerging resources and technologies, evolving practices and frameworks, and more.

Service Management World: A Digital Experience will bring together the most respected, knowledgeable, and influential community in service management together for a couple of days of learning, networking, and organizational transformation.

This conference will deliver solid ROI. I’ll learn from other companies facing the same challenges that we face and bring back best practices which we can implement within our organization. The event is also an excellent opportunity for us to discover new ways to help our business save money by streamlining processes.

The conference agenda includes 2 industry keynote sessions, 5 breakout tracks that boast over 55 sessions. Throughout the conference, I can attend sessions in these tracks that are directly applicable to our ongoing projects.

*Pick the following that are applicable to your company or add your own description.*

* <Session name here>
* <Session name here>
* <Session name here>
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* <Session name here>

Two specific projects where I believe we could benefit include: 1- [add project or initiative and 2- [add project or initiative]

Many of the sessions are interactive and can provide a benchmark for us with other organizations as well as suggested valuable strategies and tips. It’s also an excellent opportunity to network with industry experts and gain knowledge in specific areas to optimize our current system as well as find out about their newest solutions to meet our most critical business issues. More details about the event are posted on the [Service Management World website](https://www.smworld.com/).

**Here is an approximate breakdown of conference costs:**

Conference Pass $249, prices are cheaper the earlier I register

Upon my return from the conference, I’ll submit a **post-conference report** that will include a summary, major take-aways, tips and suggestions to optimize our current investment in Service Management World.

Thank you for considering this request. I look forward to your reply.

Regards,

YOUR NAME

Trip Report

**Executive Summary**

|  |  |  |
| --- | --- | --- |
| **Attendee Name** | |  |
| **Attendee Title** | |  |
| **Department** | |  |
| **Conference Summary** | | *Service Management World: A Digital Experience will bring together 750+ of the most respected, knowledgeable, and influential community in service management for a few days of learning, networking, and organizational transformation.hr Service Management World will take place from November 17-18, 2020 in a digital format.* |
| **Conference URL** | | SMWorld.com |
| **Goals Met**  *Identify specifically what was brought back to the organization relevant to your business goals as payback for the organization’s investment in sending you.* | | |
| **1** |  | |
| **2** |  | |
| **3** |  | |

**Cost Summary**

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| --- | --- | --- |
|  | Budget | Actual |
| Conference Fee | $ | $ |
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**Session ROI**

*Please reference the notes you took using the ROI Session Worksheets. Insert additional session fields as needed by copying and pasting the table.*

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| --- | --- |
| **Session Title** |  |
| **Session Presenter** |  |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items** |  |
| **Estimated Impact** |  |
| **Session Title** |  |
| **Session Presenter** |  |
| **Session Summary** |  |
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**Business Relationships**

*Include contact information for all presenters, exhibitors and attendees that would be useful for your company to contact post-event to address your business priorities.*

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| --- | --- | --- | --- |
| **Name** |  | **Contact Details** |  |
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**Summary**

*Outline additional details on the ROI value to you and your company. In your summary,   
we suggest offering to train others on what you learned and include the date/time of   
your planned briefing in the space below.*

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ROI Worksheets

**Session Worksheets**

*Use these worksheets to take notes after sessions so you can record the key takeaways, action items and estimated impact. These notes can then be referenced in creating your post-event report and completing your Educational Session and Overall Surveys.*

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| **Session Summary** |  |
| **Major Takeaways** |  |
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