

## Request for Approval to Attend

### Attending the ICMA Annual Conference Benefits You and Your Organization

As you make your plans to attend the upcoming [ICMA Annual Conference](#), here are some key benefits that you may want to share with your governing body. Over 4,000 local government professionals and other experts in the field from across the U.S. and around the world will convene in Austin/Travis County Texas. The ICMA Annual Conference is the best way to make sure you're getting the most out of your ICMA membership investment.

#### What makes this conference special?

- **Customizable agenda.** The flexible format allows you to choose topics that are relevant to my role and skill level as well as my community.
- **Hands-on training.** Workshops and tutorials are taught by recognized experts. This ensures that you get practical knowledge and experience that you can bring back and share.
- **Professional development.** Four days offer many opportunities to discover new ideas and make connections with peers.
- **Affordable.** Early Bird registration discounts offer huge savings for members to fit our organization's budget. Registering early ensures that you will get the best and biggest discounts.
- **Access to Virtual Annual Conference Archives.** Post Conference access to the virtual conference archives is included in your registration fee. You and your staff won't have to miss the premier professional development event just because of tight budgets and travel restrictions!

Visit the [website](#) for a list of testimonials that extoll the benefits and value of attending the Annual Conference, including how members took an idea from the conference that helped their community.

By attending, you are serving as an ambassador for your organization and recognize the importance of this responsibility. You can also provide a post-conference summary and debrief your team on what you have learned, when you return home.

Here are a few more tips to help make the case with elected officials and get citizen support for attending the ICMA Annual Conference:

- Offer to prepare and deliver a short presentation to your elected officials and staff about what you learned and take time for Q&A so that others in your community can reap the benefits of your attendance.
- Offer to share an executive summary and speaker handouts with your colleagues. As an attendee, you will have access to speaker presentations and handouts on the conference website.
- Focus on their return for the investment; explain what you plan to get out of attending and how that will benefit your work, organization, citizens, and community.
- If you are working to obtain or maintain a professional designation (such as the AICP credential for planners), remind your elected officials that the conference is a great way to earn required education hours.
- Be ready with a plan that shows who will cover for you while you are attending the conference.
- Offer to share a room to reduce hotel expenses.
- Offer to pay a portion of the overall cost and/or use vacation or other leave for a portion of the time away.

[Register](#) by Wednesday, August 16, 2023 to take advantage of the Advance Registration Rate.

## Request for Approval to Attend Letter: Justify Your Attendance to the ICMA Annual Conference

Dear \_\_\_\_\_,

I'd like to attend the upcoming 2023 ICMA Annual Conference, September 30-October 4 in Austin/Travis County, Texas. It's the best way to make sure we're getting the most out of our ICMA membership investment.

The ICMA Annual Conference is the world's largest and most impactful local government event of the year – with more than 4,000 public service professionals in attendance, it is an education-focused and energy-packed featuring the best and brightest professionals from local governments around the world.

The 2023 ICMA Annual Conference brings together an unmatched educational programming spanning four days with renowned keynote speakers, networking events, and an exhibit filled with technology and solutions available for local government.

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- **Professional development.** Four days offer many opportunities to discover new ideas and make connections with peers.
- **Affordable.** Early Bird registration discounts offer huge savings for members to fit our organization's budget. Registering early ensures that you will get the best and biggest discounts. (If you are a **first-time attendee and in the region** [AZ, AK, CO, IS, KS, MT NE, NM, ND, OK, SD, TX, UT, and WY]– add that you will save an additional \$200 off the registration rate.)
- **Access to Virtual Annual Conference Archives.** Access to the virtual conference archives is included in your registration fee.

By attending the 2023 ICMA Annual Conference, I will have the opportunity to learn global best practices, network with local government leaders, and make valuable connections with companies showcasing the latest in local government products and services. When I return from the conference, I will share the new ideas, strategies, and techniques I learned to help our organization in the ever-changing local government environment.

I am sure you will agree that my attendance at the ICMA Annual Conference is a valuable use of my time and will benefit the organization and our community. Thank you for your consideration.

Regards,