

Request for Approval to Attend

Letter: Justify Your Attendance to the ICMA Annual Conference

Dear _____,

I'd like to attend the [2024 ICMA Annual Conference](#), September 21-25 in Pittsburgh/Allegheny County, Pennsylvania. 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 5,500 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 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.

What makes this conference special?

- **Professional development.** Four days offer ample opportunities to discover new ideas and make connections with peers.
- **Hands-on training.** Workshops and educational sessions are taught by recognized experts. This ensures that I get practical knowledge and experience that I can bring back and share.
- **Networking.** The ICMA Annual Conference is the largest gathering of local government professionals worldwide.
- **Customizable agenda.** The flexible format allows me to choose topics that are relevant to my role and skill level as well as my community.
- **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 in the region and a first-time attendee – add that you will save an additional \$200 off the registration rate.)

By attending the 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,