

<http://www.acte.org/files/PDF/Justification%20to%20Upper%20Management%20Letter.pdf>

I request permission to attend the ACTE Global Education Conference – ‘Thriving in the New Reality’ - in Chicago, 16-18 May 2010. Participating in the ACTE Global Education Conference will provide our company with the opportunity to gather critical benchmarking data as well as exchange cost cutting strategies with our peers. Moreover, the conference will allow me to meet with our travel vendors face to face to ensure that we continue to have strong supplier relationships in place during these challenging economic times.

Being up-to-date on what is going on in the market place and leveraging supplier relationships to manage costs will also help me increase my own value to our organization and more importantly help us save money. ACTE brings together a variety of experts from both within and outside of the industry to discuss topics and solutions that have direct relevance to the industry. I will be able to select from over 20 education sessions designed to provide our company with new approaches to the increased need to cut costs and streamline processes.

**Education Sessions Topics Include:**

- How to Strategically Position Your Travel Department in Difficult Times
- Best in Class Procurement Strategies for the Travel Professional
- Leveraging Demand Management to Improve Your Bottom Line
- Strategic Meetings Management
- Finding the Green by Greening Your Travel Program

At the ACTE Global Education Conference, keynote presenters are not comedians or celebrities but business experts who can provide our industry with ideas for business growth, discuss their insights on the global economy and what the future may hold.

ACTE also negotiated discounted rooms rates at the hotel venue and with airlines to keep travel costs down. In addition, some of our suppliers are offering discounted registrations rates to attend this educational event.

In times of economic uncertainty, staying abreast of the latest trends in the industry and being able to talk to other travel buyers as well as our suppliers is more important than ever.

Please let me know if you need more information regarding the educational content of the program and or the costs.