



Making the Case: Why This Conference Matters

Purpose:

This guide helps you effectively communicate the value of attending the conference to your executive or supervisor. Learn how to present the professional development opportunities, highlight how the sessions align with your role, and explain the benefits the organization will gain from your attendance. Equip yourself with clear, compelling reasons to secure their support.

Dear [Supervisor's Name],

I am writing to request approval to attend the IAAP Summit Professional Development Conference, which will be held on Monday, July 27 through Wednesday, July 29, 2026, in Los Angeles, California. This conference is a premier event for administrative professionals, offering a wealth of opportunities for learning, networking, and professional growth.

Conference Highlights

- Innovation Lab
- Glow & Grow Lounge
- Industry Meet Ups
- Sparks Sessions
- Digital Empowerment Exchange
- Preconference Workshops
- Summit Social

Return on Investment

1. Skill Enhancement: The skills and knowledge gained will lead to more efficient work practices, reducing time spent on tasks and freeing up resources for other critical activities.

2. Redefining Leadership: explore how leadership is not confined to titles but is an attitude that can be embodied by anyone and everyone. We'll delve into strategies for administrative professionals to assert their leadership potential and influence organizational change.

3. Network Building: Networking with peers can provide valuable contacts and insights that can benefit our organization through collaboration and shared resources.

Outcomes

Attending the IAAP Summit Professional Development Conference represents a strategic investment in both my professional development and the efficiency and effectiveness of our administrative operations. The skills, knowledge, and connections gained from this conference will have a lasting positive impact on our team and organization.

I appreciate your consideration of this request and am confident that the benefits of attending this conference will far outweigh the costs involved. Thank you for supporting my continued professional growth and for investing in our team's success.

Cost Breakdown

The total estimated cost for attending the IAAP Summit is as follows:

Member Fees	Non-Member Fees
\$1,599	\$1,899
\$500 flight estimate	\$500 flight estimate
\$245/night	\$245/night
\$79 per diem	\$79 per diem
\$100 incidentals	\$100 incidentals
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\$3,108	\$3,308

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- In-Person Registration Fee + Early Bird Rate Travel (Airfare)
- Conference Block Rate Available Through July 6, 2026
- Lunch Provided Thursday Through Saturday
- Miscellaneous Expenses (Ground Transportation)

Virtual Member Fees	Virtual Non-Member Fees
\$799	\$999

Purpose

Virtual Registration Fee + Early Bird Rate

Please let me know if you need any additional information or if there are specific details you would like to discuss further.

Thank you for your time and consideration.

Sincerely,

[Your Name]