**How to Make Your Boss Think It Was Their Idea for you to Attend MC LIVE!**

**TIPS AND TEMPLATES TO GET YOUR TRIP APPROVED**

So you’re interested in attending MC LIVE!, huh? We don’t blame you! There will be countless educational sessions, hands-on training, and invaluable networking opportunities.

Now the trick is just getting manager/board approval. To help, here are a few tips:

* Present the conference as an opportunity **for your organization**. This event won’t just help you - it will help your staff and members (by allowing you to provide them with a more seamless user experience and increased member value).
* Showcase the many valuable skills and strategies you’ll learn at this event. (Point to specific breakout sessions and training courses, if you can.)
* Mention the importance of networking. Not only is it good for building your own personal brand, but it can help you forge new partnerships, recruit future employees, and elevate the presence of your association or chamber.

Now, to get specific, here’s a template for you to use when approaching your manager and/or board about MC LIVE! approval:

**Hi MANAGER/BOARD MEMBER NAME,**

I’d like to get your approval to attend MC LIVE! in Indianapolis from October 10-12th, 2018. This event is designed to help association and chamber professionals stay up-to-date on the latest industry trends and best practices, best use the software we use every day (MemberClicks -OR- WebLink), and connect with other industry professionals.

MC LIVE! will feature more than 30 educational sessions that will teach me actionable new tactics and help me continue to improve my skills in SKILL 1, SKILL 2, and SKILL 3.

At MC LIVE!, there will be more than 300 other attendees who are focused on the same challenges as me. I’m excited for the opportunity to learn from them, too, so that I can come back and apply that knowledge to projects we’re currently working on, such as PROJECT NAME.

Going to MC LIVE! will allow me to take a step back and focus on the big picture of how I can develop my skills and become better in my role at ASSOCIATION/CHAMBER NAME. Specifically, here’s what I’m planning to accomplish at MC LIVE!:

* GOAL 1
* GOAL 2
* GOAL 3

When I get back from MC LIVE!, I’ll share my takeaways with the team, including the ones we can implement immediately and an action plan for how we can make that happen.

Below is a breakdown of approximately how much it will cost for me to attend MC LIVE!:

* **Airfare/Travel**: CALCULATE AIRFARE PRICE
* **Hotel:** CALCULATE HOTEL PRICE [$199 + tax per night]
* **Event Registration:** $599
* **TOTAL:** CALCULATE TOTAL

Please note, the earlier I register, the cheaper it will be. Early bird pricing is only available until March 31st, and prices will slowly increase after that. By securing the early-bird pricing, we’ll save hundreds of dollars on overall expenses. (MC LIVE! also offers hotel discounts, but I’ll need to book by the 9/14 hotel deadline in order to secure those rates.)

To learn more about MC LIVE!, feel free to visit [memberclicks.com/mclive](https://www.memberclicks.com/mclive).

Thank you for taking the time to review this request, and I look forward to talking to you more about it soon!

All the best,

NAME