**Justify your Forum attendance – use this template email/letter to communicate the value of Forum and get executive approval.**   
  
Below is suggested wording for you to use in requesting to attend Forum. Adapt this template to your needs and paste the updated copy into email (or print) to send to your approving executive.

Dear <insert name>:

I’m writing to request your approval to attend [Forum 2024](https://www.fiserv.com/en/forum-2024.html), the annual Fiserv client conference. It will take place at The Venetian Las Vegas from September 29 through October 1. I think attending Forum would be a valuable opportunity for me to bring actionable new knowledge and information back to <Insert your organization name>.

Here are key benefits I hope to gain from attending:

* **Maximize our Fiserv relationship**. Forum is an opportunity to connect in depth with Fiserv product experts. We would discuss upcoming capabilities, what we need to drive better results, and identify other potential solutions from Fiserv and partners.
* **Get best practices and understand trends**. Forum offers more than a hundred educational content sessions in tracks designed specifically for <choose from: banks, credit unions, enterprise merchants, and fintechs>. In addition to sessions on our solutions, there are thought leadership sessions covering topics ranging from changing economic and business dynamics to upcoming rules and regulations. I can also bring these presentations back to the team.
* **Learn from peers**. More than 4,000 attendees are expected, so it’s a chance for me to network with and learn from peers like us and find potential partnerships.

Forum 2023 was very well reviewed by attendees. In a post-Forum survey, 96% of attendees said the event was a “Good” or “Excellent” time investment.

Here’s the approximate breakdown of costs for me to attend:

Conference fee (if registered between March 18–April 30): $1,695 per person

**<OR>**

Conference fee (if registered between May 1–Sept. 29): $2,295 per person

Hotel: $239 per night, plus tax and resort fee

Other Travel Expenses: $< Insert Amount >

**Total: $<Insert Total>**

I hope you agree that this will be a great investment for me to bring back new ideas and methods that will ultimately benefit our organization.

Thank you for your consideration!