



Copy and paste the information below and share it with your boss.

Hi [Boss's Name],

I'm requesting approval to attend Connect Faith because it offers a focused opportunity to build relationships with professionals who **understand the unique needs and priorities of faith-based meetings and events.**

Connect Faith brings together planners and suppliers from across the country within a marketplace intentionally centered around this community. Instead of navigating a broad industry audience, attendees can connect with people who understand the considerations that shape faith-based events and are actively looking to build relationships within this market.

At the center of the experience are **pre-scheduled, one-on-one appointments** between qualified buyers and suppliers. With a shared focus already established, those meetings can move beyond surface-level introductions and into meaningful conversations about event needs, capabilities, and opportunities to work together.

That focused format provides value through:

- **More relevant connections:** Meet professionals who actively plan, host or support faith-based meetings and events.
- **Purposeful one-on-one conversations:** Dedicated appointments provide the time and space to understand one another's needs and identify where there is a strong fit.
- **Community-specific insight:** Gain a better understanding of the priorities and expectations shaping faith-based events today.
- **Stronger relationships:** Build a network of peers and partners who understand this community and the events it serves.

Beyond appointments, Connect Faith creates opportunities to continue those conversations through education and networking. The focused environment makes it easier to exchange ideas, learn from others within the faith meetings community, and develop relationships that can continue well beyond the event.

Rather than spending time searching a broader marketplace for the right connections, I can focus on **people, conversations, and opportunities directly relevant to faith-based events**. I'll return with new relationships, greater insight into the market, and actionable opportunities that can benefit our business.

Given the concentration of relevant professionals and the opportunity to build meaningful relationships through dedicated one-on-one time, I believe attending Connect Faith would be a valuable investment in both our industry presence and future business opportunities.

Thank you for your consideration,
[Your Name]