

Past attendees to the SAMA conference are sold on its benefit, with 95% of last year's attendees giving it a rating of "excellent" or "very good." But with money tight, we understand you still need to make the business case to gain your boss's approval to attend the SAMA virtual Annual Conference. Please feel free to use the letter below to let your manager(s) know how attending the 2020 SAMA virtual Annual Conference will help put you in a stronger position to adapt and adjust to this "new normal."

Just copy-and-paste into an email message and edit red portions as necessary!

SUBJECT: Re: Attending the Strategic Account Management Association's Virtual Annual Conference in November

EMAIL BODY

Dear [_____]

I am writing to obtain your approval to attend the SAMA Virtual Annual Conference, which will be taking place Nov 9-11 of this year. I have reviewed last year's materials, as well as speakers, session topics and networking opportunities for this year's conference, and I feel confident my attendance would produce strong ROI in terms of specific, actionable insights related to **[insert your organizational priorities]**.

One of the best features of SAMA's conferences is its inclusion of sessions led by practitioners from companies of world renown, companies who have "been there, done that" and whose best practices and lessons learned we can seek to emulate. Now more than ever, I believe it is critical to learn from other strategic accounts leaders to understand how they are adjusting and adapting their companies' value propositions to stay ahead of their customers' shifting needs. To give you an idea of the caliber of presenting companies, last year's conference featured speakers from **[choose the 5-7 most compelling: GE Healthcare, 3M, Mayo Clinic, STMicroelectronics, Boehringer Ingelheim, DHL, Hewlett Packard, Columbia University, Air Liquide, Medtronic, Zurich Insurance, Honeywell, Emerson Automation Solutions, SAF-Holland Group, IBM, Solecta, Cisco, Janssen Oncology, Sherwin-Williams, Cox Automotive, Premier Inc., McKinsey, Hilton, AVI-SPL, ERIKS North America, Procter & Gamble, Pfizer, TÜV SÜD, Ecolab, Abbott Diagnostics, Johnson Controls, TEVA Pharmaceuticals]**.

SAMA refreshes its roster of speakers and session topics each year to keep ahead of shifting trends, so I feel confident the conference will provide a valuable mix of foundational and "next" knowledge. I also love that SAMA draws its speakers from across a wide spectrum of industries, meaning I will be able to gain *specific insights about our own industry challenges* while also learning from those in segments that are farther along in the strategic accounts journey.

As a bonus, since the conference is all virtual, I won't have to choose between multiple workshops in the same time slot because they will all be available on-demand. It's arguably a much better value than a traditional in-person conference.

I expect my attendance will allow me to bring fresh ideas and perspective to the following projects/initiatives: [name some].

I've investigated other professional development options, and I've determined that SAMA's conference offers the best value. It features:

- More than 25 breakout sessions facilitated by world-renowned thought leaders
- Three hours of keynote presentations from C-suite executives and other big-picture thinkers, covering emerging trends in strategic account management
- Streamlined access to technology vendors I believe may be able to help us with [insert something specific]
- Ample avenues to connect with thought leaders one-on-one for deeper engagement on specific topics that resonate

Since the conference is virtual, the only cost to the company is my time, plus the registration fee of [Please see table below for registration rates. Email membership@strategicaccounts.org if you are not sure of your membership status.]

Membership Level	Registration Fee
Corporate Member	\$699
Individual Member	\$749
Non-Member	\$799

That's it! No taxis, no plane tickets, no hotel room, etc. Thanks in advance for your consideration!