



TRILLIUM

Dear [Decision Maker Name],

The CSAE Trillium Summer Summit Conference takes place from July 10-12, 2019 at Caesars Windsor in Windsor, Ontario. The Summit offers two days of professional development, led by experienced practitioners, consultants and peers. It also provides an opportunity for networking and relationship-building with industry experts and counterparts in the association sphere in Ontario and beyond. It is widely regarded as a “can’t miss” event for association professionals in Ontario.

[The program outline is available here.](#)

<http://www.csaе.com/Education-Events/Events/info/sessionaltcd/TORCSAETRILLI3>

My intent is to reduce expenses associated with my participation at the Summit and I have researched various ways to doing so. These include registering during the early-bird period, and taking advantage of the 10% travel discounts in place. Here is a breakdown of the approximate cost of attending:

Travel costs (airfare or train or driving)	\$XXXX
Accommodation (2 nights @ \$139 + tax)	\$XXXX
Additional meals (most are included with registration)	\$XXXX
Registration Fee (depending on membership status, and date)	\$XXXX
 Total cost to attend	 \$XXXX - \$XXXX

My attendance will allow me to:

Expand My Knowledgebase – I will have the opportunity to learn from, and personally interact with 250+ association professionals and business partners, from various industries and sectors across Canada. Many sessions are interactive, which will allow me to share both our challenges and successes with my peers, and draw on their collective experience for encouragement and advice.

Take Home Tools – When I return from the CSAE Trillium Summer Summit, I would be pleased to make a short presentation, or submit a report that may cover relevant presentations, useful vendor contacts and any new ideas that will benefit our team. I will also make any Conference materials available to my colleagues.

Leadership Development – The conference provides a platform to develop strategic thinking and key competencies in aiding effective leadership. I will be exposed to CSAE leaders and learn about future volunteer opportunities that will aid in my career, and thus enhance my value to (insert association).

The opportunity for me to improve, develop and network makes my attendance at the CSAE Summer Summit a wise investment. Thank you for your consideration.

Sincerely,