

<Date>

Dear <Supervisor's Name>,

I would like to attend IPMA's 2022 "Inspire Educate Grow" Educational Conference, June 12-16, 2022, in Buffalo, NY. The conference is tailored to in-plant managers and directors. It will enable me to engage in educational sessions directly applicable to my work, network with in-plant printing and mailing experts and colleagues from around the nation, and attend a vendor exposition of over 50 industry suppliers showing the latest trends and advancements.

Session topics focus on the following, and are facilitated by industry and academic experts:

Technology	Operations/Management	Mail Specific
<ul style="list-style-type: none">• Integration with web and social media.• Web/print/social media integration• Multi-channel media delivery• Artwork/pre-press• Workflow• PMS / WTP Implementation• Managers discussing how they use equipment.• Offset printing• High speed inkjet• 3D Printing• Creative Use of Wide Format	<ul style="list-style-type: none">• COVID experiences—wins and losses• Supply Chain Issues• "Work From Home" Experiences• Budget Hourly Rates• Team building• What if print/mail are only part of staff's job• Help my business grow• "Staying alive"• Writing a Business Plan• Writing a Marketing Plan• Success stories• Revenue Ideas• Building an RFP• Partnering with Key Stakeholders (Marketing, Admissions, etc.)• Fleet Management• Succession Planning• Disaster Recovery	<ul style="list-style-type: none">• How to leverage the USPS, FedEx, UPS, etc.• Process of bringing mail in-house• Funding Models• Mail house justification• Revenue Ideas• Mail Piece Design• Virtual Mail Boxes• Intelligent Lockers• Effect of Amazon• Rate Change Effects• Merging Print/Mail

IPMA 2022 will provide me with information on how to <list benefits to your responsibilities>.

I would like to place a request for <your organization's name> to approve my registration fee and travel expenses so that I can attend the 2022 conference. I have included a detailed cost breakdown below.

The full-price program fee: <\$xxxx>.

The estimated cost of me attending: <\$xxxx>.

The potential ROI and value: <\$xxxx>.

IPMA 2022 will help me make our in-plant facility stronger, and <name of your organization> more efficient.

Sincerely,
<Your name/Signature>