**CONVINCE YOUR BOSS LETTER**

Subject: Attending **TRANSFORM:**  The 2022 SMPS Missouri Regional Conference

Dear (insert boss’s name),

I am very interested in attending **TRANSFORM:**  the 2022 Society for Marketing Professional Services Missouri Regional Conference (SMPS MVRC), from April 6-8 in Wichita, Kansas. SMPS is the only organization dedicated to creating business opportunities in the A/E/C industries.

**TRANSFORM** will be an incomparable place to network. The conference will give me a chance to build critical relationships and contacts among nearly 150 marketers, business development professionals, and leaders expected to attend from across 5 regionally based chapters: Kansas City, Nebraska, Ozarks (Arkansas and Southwest Missouri), St. Louis, Wichita.

The educational programs offer a variety of learning opportunities, from effective means to marketing research in the **Marketing** track to networking and client relations in the **Business Development** track to seasoned marketing practices in the **Leadership** track. Attending MVRC is worth the investment. Here are some ways me and the company would benefit:

* **I’ll become more productive** — I’ll learn new tools, techniques, and tips & tricks so I can work more quickly, efficiently, and boost my creativity. That will save time and money.
* **I’ll learn from the experts** — **TRANSFORM** hosts keynote speakers on various topics and breakout sessions led by leaders in the A/E/C industry, some of the best in the biz. I can bring back information that can be immediately implemented and help grow our firm.
* **I’ll learn more about the A/E/C industry** — I’ll get to join in on facilitated group discussions and explore various topics and learn innovative solutions and development skills. I’ll meet other marketers and business developers around our region to help us gain more work for our company.

I believe **TRANSFORM** is worth the investment. It’s the one conference where I can learn about industry trends, get exposure to new ideas, and kick start my creativity all at once.

You can learn more about **TRANSFORM** to review the schedule and sessions at <https://smpsmvrc.com/>.

Thank you for your consideration,

(your name here)