

## MEMO

**TO:**

**FROM:**

**RE:** Request for Funding — 2023 SWPP Annual Conference

I'd like to attend the 2023 SWPP Annual Conference in Nashville, TN occurring on May 15-17, 2023.

I have been looking for a conference that would offer me a place to find the latest information on workforce management trends and technologies in the contact center. I have researched this conference and found testimonials that provide me with the type of information that I think can take our workforce management program to new levels. This aligns directly to my job with sessions that are applicable to everyday activities in our contact center. I would have the opportunity to network with my workforce management peers and discuss the issues facing me in my day-to-day tasks. I would also be able to see the latest in workforce management technologies in the Sponsor Showcase at the conference.

I am very impressed with the benefits these organizations have seen from their conferences. For example, here are quotes from individuals that have attended the conference in the past:

***“Being able to gather with my peers in the industry and share ideas and challenges for even a few days is well worth the price of the conference!”***

***“The conference was designed to foster cooperation and learning through peers in an industry that is at best muddy in how we go about our work. This conference was very well organized, very well run and expertly managed.”***

***“The most value from this conference comes from the opportunities to connect with others that are faced with similar challenges and tasks. I always come away with a notebook of new ideas or different ways to think about things.”***

***“What a great learning experience! The conference was well organized and the SWPP staff was all welcoming and friendly. It was an excellent opportunity and I am so thankful to be able to be a part of it.”***

***“I love that this conference is all about WFM! While vendor meetings are about up-sell and general call center conferences are not WFM-centric, at SWPP I get to be in one place with only folks that tackle the same issues I have every day.”***

The cost for the conference is \$(Insert your total request here). I would also like to recommend the following associates also attend this conference along with myself. (Number of participants including people from other departments). The cost per person is just \$(Enter amount). I can't think of a more cost-effective way to improve our workforce management by attending this conference and joining the organization to take advantage of the networking opportunities, educational programs, online forums, and other resources SWPP provides throughout the year.

I hope you agree that this is a productive activity for our staff and that you will fund the full \$(Restate amount) requested.

I'll be happy to meet at your convenience to discuss the details and to provide any additional information you need to grant this request.