



Justify Your Attendance at the 2019 PLUS Conference

Congratulations on your interest in attending the 2019 PLUS Conference on November 11-13 in Washington, DC. You are probably already aware that this is the premier professional liability insurance industry event. Attending this conference gives you the best opportunity to interact and connect with many of the top professional liability experts in the industry, learn about the latest developments and activities that may affect your job, and receive additional education and CE/CLE credits.

But how do you convey the value of the PLUS Conference to your supervisor in order to secure funds to attend?

Below are some easy-to-use tools and tips that may help you convince your manager that it is a good investment for you to attend the 2019 PLUS Conference.

Pro Tips

- PLAN EARLY! Visit the [PLUS Conference](#) website to take advantage of the early-bird registration discounts by September 20th. Planning early will help you secure lower airfare and participate in the PLUS negotiated hotel room rate.
- Send a letter to your supervisor explaining the benefits you'll get from attending the PLUS Conference, how it will improve your performance, and help advance your organization.
- Become a PLUS [member](#), this will give you a significant discount on your Conference registration fee and your membership won't expire until 1/1/21!
- Review the list of [sponsors](#) to see which companies will be represented at the PLUS Conference for business development networking opportunities.
- Take a look at the current PLUS Conference [attendees](#) for specific professionals you'd be interested in meeting with while there. Reach out to them via LinkedIn to schedule something in advance.
- Plan out your Conference schedule ahead of time by looking at the full [agenda](#) to pick out the key sessions you want to attend and who you want to see speak. Don't forget to attend the Future PLUS hosted session "How to Navigate the Conference" to learn how to make the most out of your conference experience.

- Get to know your local PLUS [Chapter](#). Each chapter hosts local events throughout the year with many of them in the months prior to PLUS Conference. These local events will help you expand your networking opportunities prior to your Conference attendance so you can build the groundwork for who you'll want to meet with.

PLUS Conference Benefits

Attending the PLUS Conference comes with a variety of benefits! The more involved you are, the more you'll benefit by attending. These are the main benefits to highlight to your manager. The most effective way to articulate the payback for your attendance is to show how networking and education from the Conference brings value to you and your company.

- 1. Networking.** Networking opportunities at the PLUS Conference are second to none.
 - The PLUS Connections Lounge is open throughout the event for you to take a break and meet others attending the Conference.
 - PLUS hosts an opening night reception to wind down the day with an opportunity to get to know other attendees, speakers and sponsors.
 - The Gaylord National Resort has plenty of areas for impromptu meetings and gatherings during the three-day Conference – there is never a shortage of occasions to get to know others around you.
- 2. Quality Content.** PLUS is known for the outstanding quality of the content delivered during presentations and panel discussions. Speakers and panelists meticulously work through their presentations and the content to ensure that the information is the latest and greatest available in the market.
- 3. Business Development.** When you have so many professionals in the same field, all in the same place, at the same time, it's easy to see how business is conducted, relationships are developed and partnerships blossom. The PLUS Conference attracts professional liability executives and entrepreneurs, underwriters and underwriting executives, insurance brokers, lawyers and associates, risk managers and claims professionals.
- 4. Education.** Attending the PLUS Conference also gives you the opportunity to catch up on your continuing education credits.

PLUS Conference Attendance Request Submission Template

Submitting a request to your boss to attend the PLUS Conference can be intimidating, but we've made it easy for you with this request letter template. Just customize it to fit your specific job and goals and submit to your manager!