Dear [Insert Name]

I’d like to attend the Australian Event Symposium on the Sunshine Coast QLD on 19 to 21 November 2018. Over 150 event professionals from across the country will convene to build on their skills as well as join the Finalists – the leaders in the event industry – at the Event Awards Ceremony where the winners for the 2018 Event Awards will be announced.

The Symposium theme, *The Skill’s the Limit: Enriching Events,*will hone in on skills development. I have identified a number of educational opportunities that will allow me to gain knowledge and understanding about how we can improve our processes, productivity and quality. The half-day workshops are developed and delivered by experts in our industry. I chose each of these workshops because they will give me the tools to bring back to the team and enhance our events and what we can offer to our <**clients/community/attendees**> [delete as appropriate].

[delete workshops as appropriate]

**How Bountiful Relationships and Targeted Messaging Win You Bids, Pitches, and Sales**

**Learning Outcomes:**

* Strategic identification of prospects
* Identifying the objective, shaping it and communicating successfully
* Pitching, bidding and person to person communication skills

**Project Management Mastermind**

**Learning Outcomes:**

* Project management to deliver on time and budget while mitigating risks
* **Time management to improve productivity**
* **Strategic delegation to organise and motivate the teams and maximise the use of specific skills within the team**

**Disruption for Creativity Eruption: Become an expert in event reinvention**

**Learning Outcomes:**

* Techniques to enhance creative thinking
* Identify opportunities that can be recreated with minimal effort
* Revitalise your event and exceed stakeholder expectations

**On the Ground: The Real World of Risk, Safety and Security**

**Learning Outcomes:**

* Pre-event observation and analytical skills
* What to look for when planning for crowds
* Develop your “What to do about it” thinking and action plans
* Risk management with stakeholders: What are the key questions you should be asking?

**Marketing Permaculture: Building a Sustainable and Self-Sustaining Marketing Campaign**

Learning Outcomes:

* Develop an accurate, realistic (deliverable), targeted and successful marketing campaign
* Identify your market and how to reach them through various platforms and campaigns
* Creatively gain effective market / brand / event / product exposure and impactful market reach and engagement

**The Best Kind of People Pleaser – Ace Your Stakeholder Management**

**Learning Outcomes:**

* Identify stakeholders and their needs, expectations and influence
* Critical and analytical skills in managing stakeholder needs and maximising their involvement
* Communication and stakeholder relationships and engagement

I would also be able to go to the Masterclass sessions, led by **Fenella Kernebone** (TEDx Sydney curator), **Peter FitzSimons** (author, journalist, former Wallaby) and **Matt Golinski** (celebrity chef) – it’s a unique opportunity for me to work directly with them on developing these skills:

* Power of Listening - develop astute observation skills to interpret what stakeholders really want
* Communicate powerfully in any style or context to your team, clients, market, stakeholder (pitching, hosting, presenting, writing bidding etc)
* Identifying stimulus and opportunity for creative thinking and making creative thinking a culture
* Predicting, handling and embracing change and criticism
* Identifying our resources – passion, drive, team, determination, to foster, grow and deliver new opportunities
* Increasing awareness on how to see opportunities and how to act on them

More program information can be found on the website at [www.eventawards.com.au](http://www.eventawards.com.au)

Please see below for a breakdown of the cost to attend the Symposium.

Full Conference Registration: $1,135 + GST   
Travel expenses: <**insert flight costs here**>

Accommodation: **<insert hotel costs here>** (special conference rate)  
Total: <**insert total here**>

This is an opportunity to get the development I need to help improve operational excellence in our company, and I would appreciate your support and buy-in on my attendance.

Regards,

<**Your name**>