**Fleet LatAm Conference & Training**

*How to convince your boss to send you to the Fleet LatAm Conference?*

Are you interested in attending a networking event, conference, or training, but not sure how to convince your boss to fund the trip? You’ve come to the right place!

First of all, cost to attend a conference includes more than just registration. You will have to factor in travel, lodging, and time away from work. Therefore, your manager will want to hear thoughtful justifications for your attendance. Remember that convincing any manager to let you attend a conference is all about being persuasive and communicating how the conference will benefit your organization.

Here are some simple steps you can take to help you prepare your request:

**Step 1: Familiarize yourself with the agenda and speakers.**

Before you discuss the conference with your boss, you’ll want to be sure you’ve thoroughly explored the conference agenda and speakers.

Among those to speak are Mexico Fleet Manager Association AMAFA president and Teva Pharmaceuticals Fleet Manager Jaime Bringas, Geotab Associate VP Carlos Castillo, Volvo Sales & Operation Director Rodrigo Oliva, ALD Automotive Regional Director (Latin America) Kent Bjertrup, Element Fleet Management VP (Mexico) David Madrigal, and many more.

Familiarize yourself with all the options available and start thinking about which sessions align best with your organization’s objectives and aspirations. Ask yourself: What are my company’s short-term and long-term goals? Then, determine which sessions are likely to contribute to these goals.

### Step 2: Create a sample agenda with a list of workshops and sessions you’d like to attend.

Create an outline of your selections with a brief justification for each choice. In your justifications, be specific and indicate how the topic will be beneficial for your role and for the company.

The four main session topics to be discussed are Internationalizing Your Fleet, Making Fleet Safety Your No. 1 Priority, Connected Fleet, and Global Trends Impacting Latin America.

### Step 3: Outline your top three reasons for attending.

You will want to explain to your boss, as succinctly as possible, why the conference is unique and why it is worth attending.

1. **You will gain practical skills and learn (from proven methods) how to improve your performance.** To deliver on your organization’s mission, you must ensure you are using the most strategic methods that have been proven to get results.
2. **Learning from real success stories means you will save time and money trying to figure out (on your own) what works**. Many organizations waste time going through a lot of trial and error before discovering the formula to success.
3. **This is a networking opportunity you can’t miss**. Some of Latin America’s top fleet and mobility experts will be at the first-ever Fleet LatAm Conference. You will have the opportunity to interact with leaders in your field, learn from each other’s challenges and successes, and create lasting connections.

### Step 4: Send a formal request letter to your boss (if required).

A good request letter contains all the necessary information your boss needs to make an informed decision:

* You should be upfront in your introduction and state your top three reasons for attending.
* You should articulate how the event will benefit you, your organization, and any relevant initiatives.
* Consider including a few sessions you’d like to attend and a list of 5 speakers you’d like to network with.
* You should also include an estimated cost breakdown, considering the required budget for travel, meals, and lodging. This will provide you with a negotiating tool. Keep in mind that your boss may be more willing to send you if you can find a way to reduce the cost of meals or lodging.

## With preparation and a detailed explanation of the real returns on any conference or training investment, getting an approval from your boss will be much easier. We look forward to seeing you in Mexico City!

## Download a real letter that helped one of our attendees.