

Conference Series Attendance Justification Letter

Dear [_____],

I would like to request attendance at the 2021 CTBUH International Conference Series, "The Future City: Addressing Carbon, Climate & Societal Crises," taking place 8 to 12 November 2021 across multiple regions. This seminal event, which will include opportunities to meet and engage with numerous industry leaders from all over the world, offers robust programming based around the most influential ideas that will shape urban futures, including panel discussions, off-site events, and tours.

By attending this conference series, I will:

Take Advantage of Key Networking Opportunities

This conference series will offer opportunities to network with other prestigious tall building stakeholders across disciplines in our region, representing a chance to build strategic business contacts in new markets. As a worldwide event with multiple and interconnected key urban member bases, it will also allow me to represent _____ in an environment of international thought leaders who are at the forefront of the world's most salient urban issues, elevating our global profile and reputation. The relationships I form at this forum will expand client and partnership opportunities that will have far-reaching effects into meeting our long-term organizational goals. These connections are supported not only through structured education and organic meetings, but through dedicated networking opportunities.

Increase Awareness of the Latest Industry Trends & Technologies

Our industry is always changing, with new participants entering and leaving the market continuously in a given annual cycle. To stay competitive, it is important that we are connected to the desires, goals and vocabulary of our clients and customers. Instead of seeking this information throughout the year, by attending the CTBUH 2021 International Conference Series, I will absorb the most current information on a myriad of influential trends, technologies, companies and suppliers, which I can bring back to our offices.

Influence Best Practice Thinking & Policy Making in Tall Building Sustainability

CTBUH is highly influential in establishing various criteria for tall buildings, from height to material usage. By inserting ourselves into this dynamic conversation, we can influence how critical policies and best practices are formed in the fields of sustainable tall building construction, development and design to shape dense, vertical urbanism into the future.

For these reasons, I feel that attending this conference series would be a worthwhile investment in our company that will pay dividends well into the future. I have reviewed travel and lodging rates and have determined that I can attend this conference series for a total of _____. By pursuing a CTBUH membership, we would have access to the most attractive registration rates to attend the conference series. I believe that relative to a similar cost of these courses in another context, this is an extremely valuable opportunity with a wealth of benefits.

More information on the conference series programming can be found here: ctbuhconference.com

Sincerely,