Sample business case for your boss

Please edit the sections relevant to you and your organisation

Dear [First name],

I would like to apply for budget approval to attend the Online Educa Berlin (OEB) Conference and Exhibition in Berlin on November 27 – 29, 2024.

OEB is *the* annual global, cross-sector conference and exhibition on digital learning and training and is the largest event of its kind and the only event in the industry which attracts the key players from over 70 countries and across all sectors – education and research, corporate and workplace, government, and the public sector.

OEB will provide me with the perfect environment to stimulate, explore and inform working practices and to create a better understanding of the digital learning world and how this can benefit [insert your organisation name].

After the event, I will share my new knowledge and insights with my team members in [insert department name] to enhance the collective ability of [insert organisation name]'s workforce to stay at the forefront of our industry and ultimately improve team effectiveness.

Also, there are several networking opportunities so I can grow my network and build relationships with other participants who will inspire, enrich and help me to perform my job.

Benefits include:

* Keynote plenaries from world-class speakers.
* Two days filled with 120+ dynamic, interactive sessions, including: presentations, debates and panel discussions.
* 2,000+ participants from over 70 countries.
* International exhibitors and sponsors, ranging from established e-Learning solution providers to EdTech start-ups

There are several workshops and sessions that I would like to attend, which I have outlined in the table below along with my projected costs for the whole trip.

Thank you for your consideration.

Regards,  
[Insert name]

**Conference:**

I plan to attend the following sessions to enhance my knowledge.

[List the sessions you plan to attend as well as the learning outcomes and how they will benefit you, your team, and your company]

|  |  |
| --- | --- |
| Session/Workshop Title | Learning Outcomes |
|  |  |
|  |  |
|  |  |

**Exhibition:**

I plan to visit the following exhibition stands to research new products and services.

[List the exhibitors you plan to meet and why this will benefit you, your team, and your company]

|  |  |
| --- | --- |
| Supplier | Outcome |
|  |  |
|  |  |
|  |  |

**Costs:**

[List all costs associated with your budget application]

|  |  |
| --- | --- |
| Description | Cost |
| Conference Ticket |  |
| Pre-conference Workshop |  |
| Travel |  |
| Accommodation |  |
| Meals |  |
| Other Expenses |  |
| **Total** |  |