

**Please use the below copy to create a business cast that shows your boss the value of attending IT Nation Connect in the Gold Coast. You can copy and paste or make it your own!**

As a company, we've put time and money behind our commitment to industry best practices and future growth. Sending me to IT Nation Connect this August will help us make the most of that investment. The conference is happening at The Star Gold Coast and will be three days of business building, growth hacks, success secrets, and opportunities to make connections that can help us thrive as a business.

The conference brings together industry leaders and professionals from all over the world who can help me understand the industry better and make connections to grow our business faster. We'll see immediate ROI through the thought leadership and networking opportunities alone. I'll also be able to focus on ways to impact:

- [project/initiative]
- [project/initiative]
- [project/initiative]

**What will I be bringing back?** Best practices and actionable items from 25 breakout sessions, including topics that focus on our specific business needs in areas such as (fill in the blank with a department name).

I'll also be face-to-face with top industry vendors in the Solutions Pavilion, who could potentially offer useful integrations with ConnectWise. I'll be on the lookout for new ways to drive productivity.

**What will it cost?** (approximation)

|  |               |
|--|---------------|
| Airfare  | \$300         |
| Transportation (roundtrip cab from airport to hotel)   | \$120         |
| Three nights hotel accommodations                      | \$777         |
| Conference registration by 7 July - Early Bird Pricing | \$599*        |
| <b>Total</b>   | <b>\$1796</b> |

**\*Conference Pricing Tiers:**

**Early Bird through 7 July: \$599**

**Full Price through 2 September: \$799**

I genuinely believe in the value of this conference. I'll be trained on the newest, easiest ways to amp up our business with help from ConnectWise, and I'll bring back streamlined practices, tested solutions, and a network of peers who can help me solve our problems faster.

I look forward to the chance to help our business benefit as an integral part of the ConnectWise ecosystem and global IT industry.

Regards,