

Make Your Case to Attend

Need help convincing your supervisor to let you attend [HSMAI's Commercial Strategy Conference](#)?
Customize this message and send it to them.

Dear _____,

I would like to attend [HSMAI's Commercial Strategy Conference](#) which is being held in-person in Singapore on 29th-30th May 2025 (with some great Certification class opportunities on the 28th May).

There are some compelling reasons for me to attend* — including benefits for you and our company:

- I'll learn the latest ideas, trends, and best practices in hotel marketing, revenue optimization, and other commercial disciplines — a must to face the challenges of today's fast-paced environment.
- I'll bring back practical ideas — that we can put to work right away — for increasing the efficiency and effectiveness of our [marketing, revenue, and/or sales] team, driving profit throughout the customer journey, and anticipating and responding to headwinds.
- I'll meet with vendors and industry experts, becoming familiar with the products, solutions, and services they offer — to help us make more effective solution choices.
- I'll share what I learn with our whole team, so we can all benefit.

HSMAI's Commercial Strategy Conference is a great value. Registration fees are much lower than those for most meetings of this caliber — \$250 *[insert correct price for your category – the conference is free for HSMAI member hoteliers, see details at <https://asia.hsmaj.org/commercial-strategy-conference-apac/register/> for the early-bird rate, which expires April 30. And Singapore offers some of the best food and lodging prices of any major convention location.*

My estimate of our ROI on this educational conference is _____ *[insert your ROI estimate from the ROI calculator below along with support data and rationale]*.

As I think you know, HSMAI — Hospitality Sales & Marketing Association International — is the hotel industry's leading advocate for intelligent, sustainable hotel revenue growth. HSMAI provides hospitality professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue, including events that offer exceptional networking and educational opportunities.

Please let me know if you would like additional information, or check the HSMAI website (asia.hsmaj.org) for more information about my professional association and its activities.

Thank you for considering my request. I look forward to your reply.

Regards,

[Your Name]

* Other Possible Talking Points to Include in Your Ask

- I have been accepted to present a [session, paper, presentation] about:
- My attendance will provide me with access to sessions that will help me complete the following projects: *Enter details of upcoming or ongoing projects, plus any [conference sessions](#) that cover related issues.*
- I need to meet with the following vendors with whom we already do business because: *Choose the most relevant exhibitors from the [conference partner](#) roster and explain why you want to meet with them. Do you have an access problem they can help solve? Do you need to see an upgrade of something you currently license?*
- I would like to meet with the following vendors with whom we currently don't do business because: *Choose the most relevant exhibitors from the [conference partner](#) roster and explain why you want to meet with them.*
- The educational program at this year's conference includes sessions touching on several important topics for our company. I want to attend the following sessions that will allow me to learn about best practices in: *Review the [conference sessions](#) and prioritize those that are most relevant to your role and your company.*
- Attending the conference will not only give me access to the latest trends in [hotel marketing and/or revenue optimization], but will also provide me with professional development opportunities at a very reasonable cost. I will qualify for 8 continuing education hours, which can be used for my [[Certified Revenue Management Executive \(CRME\)](#), [Certified Hospitality Digital Manager \(CHDM\)](#) and/or [Certified Hotel Sales Leader \(CHSL\)](#)].

ROI Calculator

Return on investment (ROI) is a financial ratio you can use to calculate the benefit your company will receive in relation to their investment cost for sending you to the conference.

Divide the Returns by the Investment. The higher the ratio, the greater the ROI.

$$\frac{\text{returns}}{\text{investment}} = \text{ROI}$$

Investment Calculation

Start by understanding what attending the conference will cost.

EXPENSE ITEM	INVESTMENT
Conference Registration (includes all sessions, plus breakfasts, lunches, and receptions)	\$
Flight or Mileage	\$
Ground Transportation	\$
Parking	\$
Hotel	\$
Meals	\$
TOTAL INVESTMENT	\$

Returns Calculation

Next determine the benefits – or returns – you expect from attending the conference. Put a dollar figure on each benefit to the greatest extent possible.

Option 1: Focus on Learning & Development

Divide the cost of sending one person to the conference by the number of people who will ultimately learn from its content. Compare it to the average cost of similar learning and development programs or initiatives.

Option 2: Focus on Cost of Procurement

If your company is in the process of looking for a solution or service, attending the conference which features a number of providers can be an efficient way to interface with some of the options. So, attending the conference can be classified as part of the total cost of procurement.

Option 3: Focus on Value of New Ideas

Implement enough new ideas from the conference that will increase your profits or revenue to cover the costs of the conference. For example, implement an innovative idea for revenue beyond rooms, such as increasing function space profitability. Or, gain enough ideas to sell an extra 10 room nights a week [(10 room nights x \$150 a night) x 7 days = \$10,500 a week].

RETURNS & BENEFITS	VALUE
Learning & Development	\$
Cost of Procurement	\$
New Ideas	\$
Other:	\$
TOTAL RETURNS	\$