Benevity Live Justification Template

We'd love to see you at Benevity Live! Use this handy template of key takeaways to help
bolster your case to your boss or company to attend Benevity Live! 2023 in San Diego or
online May 9-12, 2023. Customize the following to suit your request:

Hi [YOUR BOSS’ NAME],

I’d like to attend Benevity Live!, an annual corporate social responsibility conference,
May 9–12, 2023. Attending will allow me to get new ideas for [YOUR ORGANIZATION]’s corporate purpose initiatives and see how companies like ours are solving similar challenges. In turn, it will also give me the opportunity to share some of our own successes as an organization and place us in the same room as 500+ purpose-driven brands.
**Early bird pricing is being offered until Feb. 28.**

Here are the links to their [website](https://benevity.com/live) and [current agenda](https://benevity.com/live/agenda). This is a valuable opportunity to strengthen [YOUR ORGANIZATION]’s expertise in CSR topics and further my own professional development. I am particularly interested in [LIST SESSIONS OR TOPICS IMPORTANT TO YOU], as they are relevant to us and our current [COMPANY NEEDS, CHALLENGES, GROWTH OPPORTUNITIES].

Here are some high-level details: <<Pick Option A or B for in-person or online attendance based on your preference.>>

Option A
In-person — Omni La Costa Resort & Spa, Carlsbad, CA (near San Diego). Early bird rate available until Feb. 28 for US$1,698 ($650 off regular price). This includes meals, sessions, breakouts and special events. **Limited time only!** An exclusive rate of $289\*/night until April 12, 2023 (or until block is full). \*Plus taxes and fees.

Option B
Online — early bird rate available until Feb. 28 for US$199 ($50 off regular price).
This includes keynote sessions and select content.

Thank you for your time. I look forward to hearing from you.
[YOUR NAME]