



Make Your Case to Attend

Need help convincing your supervisor to let you attend the PDC Summer Conference? Customize this message and send it to them.

Dear _____,

I would like to attend the [PDC Summer Conference](#), which is being held in San Diego, CA July 11-13, 2024.

What is most attractive about this conference is the opportunity to meet and learn from professionals at the cutting edge of legal professional development. The PDC enjoys the reputation of an organization where members are willing to share ideas and tips to implement programs and trainings that would provide immediate impact at [ORGANIZATION NAME].

I have no doubt that by attending I will:

- Come back with the latest ideas, trends, and best practices in legal professional development — a must to face the challenges of this fast-paced recovery environment.
- Bring back practical ideas — that we can put to work right away —including leadership development, DE&I, attorney and law student trainings and so much more.
- 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.

PDC's Summer Conference is a great value. Registration fees are much lower than those for most meetings of this caliber — \$_____ [insert correct price for your category – [see details](#)] for the early-bird rate, which expires June 5th. And, San Diego offers some of the best food and lodging prices of any major convention location.

Please let me know if you would like additional information or visit the [PDC website](#) 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 on : [Your session title]
- 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 sponsors from the conference [sponsor page](#) 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 are doing?
- 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 sessions at this year's conference touch on several important topics for our firm/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.*