**Customizable Justification Letter  
*How to use****:* Update all highlighted sections to customize for your boss. Make sure to delete anything that isn’t applicable to you (these instructions included) and un-highlight before you send.

<Date>

Dear <*your boss’s name>*:

I am seeking your support to attend SHSMD Connections 2024, October 13-15, in Denver, CO. This annual conference, put on by the American Hospital Association’s Society for Health Care Strategy & Market Development (SHSMD), is the nation’s leading conference for health care strategy professionals in roles specific to marketing, digital engagement, communications, public relations, strategic planning, business development and more.

During the three-day conference, I will be able to receive 10 continuing education hours (CEUs) while attending sessions in targeted learning tracks such as <*SELECT APPLICABLE TRACKS: marketing & digital engagement, strategic planning & business development, communications & public relations, career & leadership development, and cross-functional strategic issues*>.

This is an opportunity to gather for educational sessions and face-to-face networking that will make a direct, positive impact on the work I do every day for <*your organization’s name*>.

After reviewing the conference program, I have identified a number of sessions that are directly applicable to my work. Attending these sessions would equip me with the tools and knowledge in *<select applicable topics: Diversity, equity and inclusion (DEI), fostering innovation (lessons from inside and outside of health care), new trends in digital technologies such as AI, storytelling, community and patient engagement, research and analytics, consumerism, strategic partnerships, social media, internal communications, mergers/acquisitions, future of health care delivery, virtual care, population health, physician strategies, crisis communications>* that could be applied to *<project(s) you are working on>.* The presentations are led by experts and peers from leading health care organizations that have faced similar obstacles. I am eager to learn from other health care <*insert applicable role: marketers, communicators, planners, etc.*> do to overcome challenges such as <*insert applicable challenge/s*> at their organizations.

*<Insert the session titles and descriptions, which most apply to your responsibilities/projects. Include a minimum of three concurrent sessions.>*

During the conference, I plan to stay on top of my professional responsibilities by <*detail plan here*>.  
  
Plus, the location of the meeting makes it an easy destination to get to with lots of affordable travel options. Considering these many benefits, I am seeking approval for *<your organization’s name>* to cover the conference registration fees, airfare, hotel, and other travel expenses:

*<The travel costs vary and should be changed to reflect your costs. Check the SHSMD conference website to verify pricing based on date of registration.>*

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| --- | --- |
| **Registration fee** | Pricing here. NOTE: Early bird pricing ends July 31. |
| **Pre-conference workshop** | Pricing here. |
| **Roundtrip Airfare** | See flight discount opportunities |
| **Transportation** |  |
| **Hotel** for \_\_ nights | $279 avg nightly rate plus taxes/fees in the discounted room block. |
| **Meals** (other than the 2 breakfasts, 2 lunches and 3 receptions covered by the registration fee) |  |
| **Total Estimated Cost** |  |

The opportunity to advance my skills and to establish connections with health care marketing and planning experts makes my attendance at the SHSMD Connections Annual Conference a very valuable investment personally and professionally. It also ensures that our organization is represented at this field-defining event. Thank you for considering this opportunity for my professional development.

Sincerely,

<Insert your signature>