



Getting to YES

SECURING MANAGEMENT APPROVAL TO ATTEND

While you recognize the value of attending Content Marketing World, we know that travel and training budgets are tight, and justifying time away from the office can be difficult.

Use this toolkit to help you better articulate how your attendance will strengthen your performance and advance your business.



EVENT OVERVIEW

Now in its 14th year, Content Marketing World brings together marketing leaders, content creators, communications experts, agencies, and creative professionals from around the world. Depending on past involvement, your approval process might require some background information:

- ▶ 2,400+ attendees from all over the world
- ▶ 150+ speakers
- ▶ 60+ exhibitors
- ▶ 120+ educational sessions
- ▶ 15 conference tracks including Content Strategy, AI in Marketing, and Measurement & ROI

WHY SHOULD YOU ATTEND?

By now, you know how important Content Marketing World is for your career, personal growth, and company success — so how do you demonstrate this to your organization’s leadership? Be specific! Help them understand how the next-level networking and exceptional education will benefit your organization by solving challenges. Here are sample questions and drafted responses to get you started.



How will you apply what you learn to your current role?

With more than 100 sessions of all levels presented by marketing leaders and brand innovators, there is no shortage of practical, immediately actionable advice at Content Marketing World. Knowing that {company name} is looking to {solve a challenge}, I’m eager to attend the following sessions:

- ▶ Session Title 1
- ▶ Session Title 2
- ▶ Session Title 3

* See the conference schedule [here](#) to add session titles that apply to your role.

Who will you meet?

Content Marketing World brings together marketing leaders, content creators, communications experts, agencies, and creative professionals from around the world. Not only am I looking forward to hearing from marketing innovators, but I’m also excited to connect with fellow {job title}s to discuss ideas, hear what has worked for them, and share inspiration.

Will you have the chance to source solutions and meet new vendors?

Content Marketing World includes a robust Expo Hall with 60+ suppliers and solution providers showcasing the latest marketing technology and innovative resources. I think that meeting face-to-face with the following vendors would be beneficial:

- ▶ Exhibitor 1
- ▶ Exhibitor 2
- ▶ Exhibitor 3

HOW MUCH WILL IT COST?

We know that cost is a key consideration in deciding whether to attend Content Marketing World. If you're asked to demonstrate cost-to-value while seeking approval, the chart below will help detail your fees.

ITEM	COST	NOTES
Conference Pass		The All Access Pass offers the best value, but a range of options are available. Early bird rates are in effect through August 2. Group discounts are also available for teams of 4+.
Flight/Train		Use an online travel site to get a quick estimate. San Diego has a number of affordable flights from around the U.S.
Lodging		CMWorld has secured discounted rates for your stay at hotels close to the convention center. Visit the Official Housing Desk.
Transportation		There are many hotels and restaurants within walking distance of the convention center to reduce transportation costs.
Food Per Diem		Conference registration includes breakfast and lunch on Tuesday and Wednesday.
Total		

VALUE

SESSIONS/EVENTS	KEY TAKEAWAY DESIRED	CONTRIBUTION TO COMPANY
Session 1:		
Session 2:		
Session 3:		
Event/Meeting 1:		
Event/Meeting 2:		
Other:		

JUSTIFICATION EMAIL TEMPLATE

If you need a little help with persuading your manager on the value of attending Content Marketing World, try the ideas [in this Word document](#) to justify your trip. Fill in the missing areas to personalize the letter, and you're all set.

Dear <Insert Manager's Name>,

I would like your approval to attend Content Marketing World 2024, Content Marketing Institute's annual conference and expo, and the industry's largest gathering of content marketing professionals. It's taking place October 21-23 in San Diego.

The biggest difference between Content Marketing World and other marketing events is that the sessions are led by brand practitioners who are doing the same things I'm doing – and excelling at it. How great would it be for me to learn from the best and be able to apply it to our company? And each year they find new brands to bring in, so the content is new, timely, and relevant.

Here are a few other reasons I really want to attend:

1. **Meaningful Connections** – With thousands of content marketing professionals attending, I'll have the chance to network and hear what's working (and what's not) for others.
2. **Inspiring Education** – From content creation to demand generation and SEO to social media, the agenda is jam-packed with expert advice and fresh ideas in 120+ sessions.
3. **Innovative Technology** – There will be dozens of martech solution providers that I can meet with to discuss our needs and pain points.

The cost breakout would be:

- ▶ Pass: \$xxx
- ▶ Transportation:..... \$xxx
- ▶ Hotel:..... \$xxx
- ▶ TOTAL \$xxx

The earlier I register, the lower the cost will be. When I return from Content Marketing World, I'll share key takeaways, including those that we can implement immediately to maximize our marketing program and impact our bottom line. I know we'll quickly recoup the investment you'll be making by approving this request.

I appreciate your immediate attention to my request.

Thank you,