

AFROTECH™ Conference

GET YOUR COMPANY TO SPONSOR YOU

The Black tech family reunion returns to Austin, TX this November and we want to have you there! Use this template while preparing to ask your company or Employee Resource Group to sponsor your conference attendance this year. Below, you'll find talking points to help guide the sponsorship conversation with your manager, as well as an email template asking for sponsorship.

TALKING POINTS

When talking to your manager about why they should sponsor your trip to AFROTECH™ Conference and the impacts it could have on their business, make sure you articulate these points below:

- **2-3 professional and personal reasons why you'd like to attend the conference**
 - Examples of this can be sessions that you're excited to attend, industry leaders that you want to meet, and potential partners and clients that you like to be acquainted with that could grow their business.
- **Projects and/or deadlines you'd miss with a detailed coverage plan**
 - Your boss will want to know that even though you're gone, the work that you're responsible for will still get done if it's a pressing matter to the business. Put them at ease by creating a high level plan of deadlines that can shift, work that you can still do, and suggestions on filling the gaps while you're out.
- **Things you plan on learning and bringing back after conference**
 - Yes, conferences are a lot of fun! But, your boss will want to know that sending you to a conference will ultimately benefit your work performance. If you're wanting to go to AFROTECH™ Conference for specific sessions or connections, make sure your boss knows what you're hoping to get out of it and how you plan on reporting back once you return from the conference.
- **Associated costs**
 - At the end of the day, decisions will be made based on the total expense it will cost the business. Try your hardest to detail out your main conference expenses including registration, airfare/ground travel, hotel accommodations, and meals. We've provided the registration costs for corporate employees below in the email template, and you can find more information about [hotel accommodations on our website](#).

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EMAIL TEMPLATE

Use after having a conversation with them. This supplemental email will help reiterate your excitement to attend the AFROTECH™ Conference.

Dear [Approving Manager],

AFROTECH™ Conference is coming up on November 1-5 in Austin, TX, and I'd like to attend on behalf of <your company name here>. For context, [AFROTECH Conference](#) is the largest Black tech conference in the world that attracts top industry leaders, executives, and luminaries. This multi-day conference offers me the chance to build new connections across our industry and increase job function by learning new skills that I can use on the team. This is a once-in-a-lifetime opportunity that I don't want to miss.

At this year's conference, I plan to learn about <Insert 1 key thing you want to learn/take away from conference>. Specifically, I'm looking forward to learning from <insert speaker's here>. I'm confident that the <skills/knowledge> I bring back from conference this year can directly <impact/benefit> our team <by/to> <insert a team goal/focus/topic that aligns with what you want to take away from AFROTECH Conference>

Please take a look at the costs to attend and let me know if I have your approval to expense the below items:

1. Airfare: <Insert rough airfare cost>
2. Hotel Accommodations: <Use Hotel & Travel information on [afrotech.com/conference](#) to pull together numbers>
3. Meals: <reference company's T&E policy allocation for meals>
4. Conference Ticket: \$950 — Includes all general programming, access to the expo floor, and additional corporate exclusive programming
5. Total: <update total estimated cost of attendance>

You can find more information on the event [here](#).

This investment will allow me to support our team with new expertise and more innovative ideas. In addition, I can provide a report of my key takeaways and recommended actions for our team to ensure we get the full value of this conference.

Please let me know if you have any questions. I appreciate your consideration and look forward to discussing this further.

Sincerely,

<Your Name>