To:

From:

Re: Request for approval: SocialMedia.org Health's Board Meeting - Fall 2024

I'd like to attend the [SocialMedia.org Health Board Meeting](https://socialmedia.org/health/meetings/smhq324/) in Chicago on September 11-12.

It's the most exclusive gathering of healthcare social media leaders from the nation's largest hospitals. This year's meeting will bring together leaders in social media across PR, communications, and marketing from 30+ major hospitals. No vendors, no outsiders – it's designed to help leaders like me.

Because the meeting format is dynamic, I'm able to contribute to the agenda based on the needs of our program. I plan to start discussions around our key initiatives, including:

* <<Topic 1>>
* <<Topic 2>>
* <<Topic 3>>

Benefits I anticipate from participating include:

* **Gaining unbiased peer insights and benchmarking** – confidentially, off the record, from practitioners who are leading programs at large scale.
* **Identifying new opportunities**, because this is where fellow members talk about things that haven't made the mainstream conversation yet. We'll hear it here first.
* **Avoiding risk**. The confidential conversations allow us to learn things about platforms, vendors, and strategies that aren't shared anywhere else.

This meeting is confidential, which makes for incredibly valuable content. But it also means there are no recordings or notes – so we have to be there to get the insights. Other leaders absolutely love these meetings and say they're the most valuable use of their time.

Estimated breakdown of the costs:

* Registration: $1,200 (if we register by June 7, otherwise the fees are $1,400 by August 2, and $1,600 after that)
* Airfare: *(whatever is typical for your area, but we tell people to estimate around $400)*
* Transportation: Roughly $100 for ride shares to/ from the airport to the conference
* Hotel: (*insert your nearby hotel of choice nightly cost*)
* Meals: Lunch and dinner will be provided on 9/11; breakfast and lunch will be provided on 9/12
* **Total**: Roughly ~$2k for all travel-related costs and registration

I will submit a trip report post-event that will include a brief summary of the conference and my learnings. I'd also be happy to share relevant information with other staff members and departments.

Thank you,

<<Name>>