**Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:**

*Re: FEO 2020 “INNOVATE” Conference*

I’m interested in attending the Festivals and Events Ontario 2020 “**INNOVATE**” Conference from February 25-27, 2020 in Richmond Hill, Ontario.

The Conference includes a full workshop day with several plenary sessions and the second day offers educational breakout sessions. All of these deal with the latest news and trends from the festival and event industry. The theme of this years’ conference is “**INNOVATE**” and all sessions will tie into that theme in some way.

Each speaker is an expert in their field, equipped with years of experience spearheading wildly successful festivals and events in the province of Ontario. They will share tips, tools and, methods that have led to success and are willing to share those with the delegates at the conference. Speakers will represent all different sizes of festivals and events as strategies that work for major events in big cities will also be successful for smaller events in rural communities.

**Expenses and ROI**

As a Member of FEO, the cost for a Full Conference Pass using the Early Bird Rate is **$509+tax**

*or*

As a Non-Member of FEO, the cost for a Full Conference Pass using the Early Bird Rate is **$669+tax**

The Full Conference gives me access to all Plenary Sessions, Keynote Speaker, Breakout Sessions, Marketplace, Showcase, Awards Gala and so much more. The cost is well worth it as I will gaining new insights on how to improve the operation of our festival/event, grow our base of customers, communicate more effectively, generate new revenue, and introduce new innovations that will take our organization to the next level and keep us relevant in our community. In addition, events like Marketplace will allow me to meet and interact with a large variety of suppliers that can assist us with entertainment, promotional items, Insurance, ticket sales and more. I believe the knowledge I will acquire at the FEO 2020 “**INNNOVATE**” Conference will directly assist me in improving and growing these projects:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

*Here’s an approximate breakdown of the conference costs:*

|  |  |
| --- | --- |
| Airfare *(if required)* | $ \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Transportation *(taxi or fuel costs)* | $ \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Hotel *(rate is $145+tax per night)* | $ \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \*\* Registration Fee | $ \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Total:** | **$ \_\_\_\_\_\_\_\_\_\_\_\_\_** |
| \*\* Full Conference Registration fee includes All Plenary Sessions, Welcome Reception, Keynote Address, Service Excellence Awards, Marketplace, Showcase, AGM, Breakout Sessions, Awards Gala, Orientation Sessions and all meals |

**Conferences offer interesting general ideas but no concrete tips or new methods our team can put to use.**

The FEO 2020 “**INNOVATE**” Conference is vastly different from other conferences. The sessions and workshops are all led by Festival and Event planners with real-world examples of successful strategies. They have experience with Risk Management, Site Planning, building Police and EMS synergies, Media Relations, Social Media strategies and best practices, Sponsorships, and so much more that will directly benefit our event. The Conference also provides ample opportunity for face-to-face discussions and networking with peers that are in similar size marketplaces or run similar style events. The ability to share ideas and success stories is crucial for growth and success.

**Attending FEO 2020 “INNOVATE” Conference requires spending too much time out of the office.**

Yes, the FEO Conference spans 3 days, but each is jam packed from morning to evening with keynotes, education sessions, workshops and networking opportunities. In addition, with the event happening in February it provides an opportunity to attend at a less busy time of year. The program boasts for no wasted moments or time.

**How Does the FEO 2020 “INNOVATE” Conference compare to free online resources?**

There are lots of great resources on-line, but nothing compares to talking face-to-face or bouncing ideas off of Marketing People, Executive Directors, Site Planners, Health and Safety Experts, Entertainers and Suppliers with years of experience in the industry. In between sessions there are also opportunities to network with fellow attendees and gain unique insights and advice. The workshop educational sessions will also provide interactive activities to maximize learning. In addition, I will be able to share all of my knowledge and experiences with the team upon my return and help to grow our event exponentially.

If cold hard facts are your concern, the seasoned professionals leading each session base their content on their years of experience, festivals and events they have worked on, and extensive research. They are experts who are passionate about their work, are innovative and at FEO 2020, accessible to delegates like me.

I’d be happy to schedule a post-conference meeting with you to provide a summary of all the major takeaways and tips I learned relevant to maximizing growth for our next festival or event. I can also share relevant information with key personnel throughout our organization to further our efforts.

Thank you for your consideration, I look forward to your reply

Regards,

[Insert Your Name Here]