

How to Gain Approval to Attend the CUCCOA National Conference

Why You Should Attend

We know that university budgets are tight and that you must justify every dollar spent, especially when it comes to professional development. We hope you find the following information and templates helpful when seeking approval from your institution.

The CUCCOA National Conference and AGM is a key opportunity to learn about the newest trends, industry innovations, and best practices. As campus venues, we know you need to remain competitive, find new ways to cut costs, and streamline processes—all while delivering excellent service.

Attending the CUCCOA National Conference will provide valuable opportunities to:

- **Learn Best Practices:** Sessions focus on relevant topics such as regenerative tourism, using AI to streamline workflows, executing a major event, and evolving guest expectations—directly applicable to our conference and hospitality operations.
- **Network with Peers:** Connect with professionals from other institutions, to gain insight into challenges and solutions unique to our sector.
- **Network with Suppliers:** Engage directly with sponsors and exhibitors from across the industry, including food service, technology, marketing, and furniture/supplies. Many attendees discover new products and services at the conference and make connections that lead to operational improvements at their own institutions.
- **Stay Current:** The conference features emerging trends in technology, sustainability practices, and marketing strategies that can help us stay competitive and forward-thinking.
- **Professional Development:** Participation supports ongoing professional growth and aligns with your institution's commitment to continuous learning and service excellence.

Ways to Save

I am committed to attending this conference in the most cost-effective manner possible. Strategies to minimize expenses include:

- **Early Bird and Member Registration:** As CUCCOA members, we receive a discounted rate. I will also register before the early bird deadline to take advantage of the member early-bird rate.
- **Conference Hotel Rate:** CUCCOA has negotiated a discounted room block at the conference hotel, which I will book through to ensure cost savings and convenience.
- **Travel and Airfare:** Early approval of my travel request will allow me to monitor and book lower-cost airfare, including seat sales and promotional fares.

- **Ride Sharing:** I plan to share the transportation with colleagues, either by splitting the cost of a rental car or coordinating airport pickup with other attendees.
- **Meals Provided:** The conference includes all meals during the full two days of sessions. I will also adhere strictly to our institution's travel policies to manage other meal costs effectively.
- **Post-Conference Sharing:** I will prepare a presentation or report to share key takeaways, best practices, and new ideas from the conference. This will be shared with team members who are unable to attend, multiplying the value of this investment.

Sample Letter:

To: [Supervisor/Managers's Name]

Subject: Request for Approval to Attend the CUCCOA National Conference 2025

Dear [Supervisor/Managers's Name],

I am writing to formally request approval to attend the **Canadian University and College Conference Organizers Association (CUCCOA)'s National Conference and AGM 2025**, taking place October 5-7, 2025, in Wolfville, Nova Scotia. This year's theme is "*Rising With The Tides*" and focuses on the "how" behind the "what" and the "why".

This annual event brings together conference and event professionals from post-secondary institutions across Canada to exchange knowledge, explore best practices, and advance the effectiveness of campus-based conference services. The topics that will be covered are very relevant to my job challenges right now and it would be beneficial for me to attend so that I have the skills as we work to rebuild our **[conference/summer accommodations]** business.

Program

The event is two and a half days and includes the following sessions that are beneficial and will help me in my job:

[Identify which or list them all]

- Opening Keynote – Celes Devar: *Designing Regenerative Experiences That Educate, Inspire, & Delight*
- Plenary Keynote – Melissa Loyd: *Use AI to streamline work, track success, and achieve more*
- Event Tourism – Bidding, Planning & Executing a Major Event
- Hosting Indigenous events on campus – Doing so with respect and humility
- Round Table Discussions – Peer-to-peer learning and practical problem-solving

In addition, CUCCOA's sponsorship exhibit hall will feature suppliers and service providers from across Canada, representing sectors such as food service, technology, marketing, and furniture/supplies. This is a valuable opportunity to discover new products and solutions that could improve our operations, reduce costs, or enhance guest experiences. I will be able to make direct connections, ask questions, and bring back recommendations for potential improvements at our institution.

Costs and Benefits

Item	Estimated Cost
Conference Registration (early bird)	\$XXX
Travel (airfare/train)	\$XXX
Accommodation (X nights)	\$XXX
Meals and Incidentals	\$XXX
Total Estimated Cost	\$XXXX

Return on Investment:

- Improved efficiency and effectiveness in conference services/accommodations business
 - Actionable strategies to increase revenue and client satisfaction
 - Strengthened institutional presence in the national community of campus conference professionals
 - Enhanced staff development and retention through professional engagement
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In conclusion, attending the CUCCOA National Conference will directly contribute to our strategic goals of operational excellence, stakeholder engagement, and professional development. I respectfully request your approval to attend this important event, and I am happy to discuss this further at your convenience.

Thank you for your consideration.

Sincerely,

[Your Full Name]

[Your Title]