

2024 VRMA International Conference Justification Toolkit

We understand that budgets can be tight, and we want to help you create a compelling justification for attending the 2024 VRMA International Conference. Use the information below to showcase the value and benefits of this conference for your company.

* **Unparalleled Learning Opportunities**

With over 60+ sessions, networking opportunities, and keynotes, this conference provides actionable insights and strategies to drive tangible results for your business. You’ll learn how to increase revenue, optimize operations, and enhance guest satisfaction, delivering lasting ROI.

* **High-Value Networking**

In today’s competitive market, who you know is just as important as what you know. This conference connects you with professionals from around the world, offering opportunities to build relationships with peers, partners, and potential clients. Tailored networking events facilitate meaningful connections and long-lasting relationships that can lead to new business opportunities and collaborations.

* **Cutting-Edge Solutions and Innovations**

The exhibition hall is a hub for discovering the latest products, services, and technologies in vacation rental management. Engage directly with suppliers to explore solutions tailored to your business needs. These innovations can streamline your operations and provide a competitive edge.

* **Professional Growth and Development**

The knowledge and skills you acquire will empower you to tackle new challenges and advance within your organization. This conference is essential for career growth and establishing yourself as a leader in the vacation rental industry.

**Conference Registration**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Early-Bird RegistrationUntil 7/31 | Regular RegistrationUntil 9/23 | Late RegistrationAfter 9/23 |
|   | Member | Non-Member | Member | Non-Member | Member | Non-Member |
| Exhibitor [[1]](#footnote-1) | $900 | $1,200 | $1,000 | $1,300 | $1,100 | $1,400 |
| Supplier[[2]](#footnote-2) | $1,250 | n/a | $1,350 | n/a | $1,450 | n/a |
| Vacation rental manager | $950 | $1,300 | $1,050 | $1,400 | $1,150 | $ 1,500 |
| Vacation rental manager – Additional[[3]](#footnote-3) | $800 | $1,150 | $900 | $1,250 | $1,000 | $1,350 |

 **Note:** By becoming a VRMA member, you can save up to $200 on the registration fee. Membership also provides ongoing access to valuable resources, including webinars, research, and industry updates.

**Additional Resources:**

* [VRMA 2024 International Conference Website](https://www.vrma.org/events/international-conference)
* [VRMA Membership Benefits](https://www.vrma.org/membership/join-vrma#benefits)

**Strategies for Getting Your Attendance Approved**

Here are some strategies to increase the likelihood of your request being approved:

1. **Plan for Coverage:** Before discussing your attendance with your supervisor, outline a plan detailing how your responsibilities will be managed during your absence.
2. **Conduct a Cost-Benefit Analysis**: Use the worksheet provided below to calculate the full cost of attending and to highlight the specific benefits your participation will bring to the organization.
3. **Craft a Persuasive Request:** Use the template on the last page to create a compelling funding request letter that clearly demonstrates the value of your attendance.
4. **Share Your Knowledge:** Offer to give a presentation or host a Q&A session with your colleagues to share key insights and learning from the conference, ensuring that your team benefits from your participation.
5. **Distribute Materials:** As an attendee, you’ll have access to speaker handouts and materials. Plan to share these resources with your team upon your return.

For additional information or support, please contact VRMA staff. We look forward to seeing you in October in Phoenix, Arizona!

### **Step 1: Determine the Costs**

Use this worksheet to estimate the total cost of your attendance.

|  |  |
| --- | --- |
| Expenses all fees listed below are in USD | **Cost** |
| **Registration Cost**See above for the conference registration breakdown. | $ |
| **Flight/Transportation to and from the Phoenix Metropolitan area**Visit a travel website to estimate your flight or other transportation cost. There are three major airports in the Phoenix Metropolitan area – Phoenix Sky Harbor International Airport (PHX), Phoenix Deer Valley Airport (DVT), and Phoenix Goodyear Airport (GYR). | $ |
| **Hotel**VRMA has secured [room blocks](https://www.vrma.org/events/international-conferenhttps%3A/www.vrma.org/events/international-conference#Hotelce) at four hotels within a half mile of the Phoenix Convention Center. Rooms are available from $249-$269 plus tax and fee. | $ |
| **Transportation from the Airport**The Phoenix Convention Center is most easily accessible from the Phoenix Sky Harbor International Airport (PHX) by Uber, Lyft, Valley Metro Rail, and taxi. [Click here](https://www.phoenixconventioncenter.com/pdf/Transportation-Guide%202014.pdf) to view PCC’s transportation guide. The following estimates will help you plan your trip:Lyft/Uber: $20-35Taxi: $20-35The prices listed above are estimates, the actual costs will vary depending on time of day and demand. Rates will also vary if attendees arrive from other airports in the Phoenix Metropolitan Area. | $ |
| **Parking Information**Parking at the Phoenix Convention Center offers several options:1. PCC East Garage: $21.50/day, 6 AM - 9 PM.
2. Heritage Garage: $31.50/day, 6 AM - 11 PM.
3. Plaza Garage: $30.00/day, open 24 hours.

These garages are conveniently located near the convention center. Check [ACE Parking](https://space.aceparking.com/pcc) for more details and reservations. | $ |
| **Meals**Use this section to calculate the cost of meals for your trip. Your conference registration includes several meals: * Breakfast from October 15-17
* Lunch on October 15 and 16
* Dinner during the Opening Reception on October 14

You only need to budget for meals outside these times. | $ |
| **Other Expenses** | $ |
| **Subtotal Per Person** | $ |
| **Total number of employees attending** |  |
| **Total Cost** | $ |

### **Step 2: Outline the Benefits**

Focus on the specific benefits your attendance will bring to your company as a return on investment:

* **Networking:** How can the connections you make in Phoenix help your company achieve efficiency or strategic partnerships?
* **Educational Sessions:** Identify specific sessions that will provide skills or solutions relevant to your team's challenges.
* **Keynote Speakers**: Are there any industry leaders whose insights would be particularly valuable to your organization?
* **Workshops and Roundtables:** What practical knowledge or strategies will you gain from these interactive sessions?

When drafting your justification, keep these tips in mind:

* List specific sessions/networking events you plan to attend and explain how they will impact you and your company.
* Clearly link your company’s goals and needs to the conference offerings.
* Be specific about how the knowledge and connections gained will benefit your work and the company.
* Express your enthusiasm and commitment to applying what you learn.

### **Step 3: Draft Your Justification Letter for the 2024 VRMA International Conference**

Customize this template to explain the benefits of attending the 2024 VRMA International Conference.

Dear **[Approver's Name],**

I am writing to request approval to attend the [2024 VRMA International Conference](https://www.vrma.org/events/international-conference), held from October 14-17, at the Phoenix Convention Center in Phoenix, Arizona. This conference is the premier event for vacation rental professionals, providing opportunities for education, networking, and professional growth.

**Key Benefits of Attending**

1. **Cutting-Edge Education:** The conference offers a comprehensive educational program covering various aspects of vacation rental management, including operations, technology, marketing, guest experience and more. Sessions are led by industry experts and thought leaders, providing actionable insights and strategies that can be directly applied to our current projects and goals.
2. **Networking Opportunities:** Attendees will include over 2,000+ professionals from across the globe, representing a wide range of roles within the vacation rental industry. This is an excellent opportunity to forge new partnerships, exchange ideas, and learn best practices from peers who face similar challenges and opportunities. Networking events and sessions are structured to facilitate meaningful connections that can benefit our company's strategic initiatives.
3. **Access to Innovative Solutions:** The event features an extensive exhibit hall with over **[#]** suppliers showcasing the latest products and services in the vacation rental industry. Exploring these offerings can help us identify new tools and technologies to enhance our operations and improve our competitive edge.

I am confident that the knowledge and connections gained from this conference will provide our company with a significant return on investment. I am eager to apply what I learn to help us achieve our goals in 2024 and beyond.

I’m requesting **[ total amount you need ]** for the following expenses:

* Round-trip Airfare /Other Transportation: **[$xxxx]**
* Ground Transportation: **[$xxxx]**
* Hotel: **[$xxxx]**
* Meals: **[$xxxx]**

Thank you for considering my request. Please let me know if you need any further information to support this proposal.

Please let me know if you have any questions or would like more information.

Sincerely,

**[ Your name here ]**

1. This option is for registration of booth staff only and does not include a booth. A booth must first be purchased before booth staff can be registered to attend the event as exhibitors. View more information about purchasing a booth [here](https://www.vrma.org/events/exhibit-sponsor/vrma-international-conference). [↑](#footnote-ref-1)
2. Non-exhibiting suppliers must be VRMA Members to attend this event. To learn more about membership or to join, please contact us at vrma@vrma.org. [↑](#footnote-ref-2)
3. Additional registrant from the same company [↑](#footnote-ref-3)