

## Justify Your Attendance with an ROI Letter

Thank you for your interest in attending IFDA's DSC Direct. To help make the business case to your employer, please find a template letter below. This will outline the value that attending DSC Direct provides not just for you, but your entire organization.

Subject: Request to Attend DSC Direct

Dear [Decision Maker Name],

IFDA's DSC Direct takes place on October 27 - 29, 2020. DSC Direct is 100% virtual and offers three full days of education sessions tailored to the foodservice distribution industry, a digital expo, innovative lab presentations, and networking opportunities, without the cost of hotel and airfare. On top of those savings, given the current economic climate, IFDA has decided to reduce their price substantially to reflect tightening budgets – at just \$199 (Member)/ \$349 (Non-Member).

DSC Direct is a truly unique experience that provides the latest intelligence and tools for individuals and organizations of all sizes to thrive in our new normal.

If I attend I'll receive:

- The education sessions I need to meet the challenges of today including warehouse operations, transportation, human resources and compliance. Here are some of the sessions industry experts will share:
  - The 411 on Driver and Selector Retention
  - Next-Level Pandemic Business Ideas
  - Improving Company Culture to Increase Your Bottom Line
  - Inbound Transportation Procurement Process – From Bid through Execution
  - Counterintuitive Selection & Retention
  - Slotting for Success
  - Big Data Shows the Big Picture of Fleet Ops
  - Fleet Utilization and Right-Sizing Your Fleet
  - Taking it to the Extreme (Temperature): Best Practices in Cold Storage
  - Pandemic in the Rearview Mirror: Lessons Learned so Far
  - Track & Trace Best Practices
  - The Warehouse of the Future
  
- High-level virtual networking. Throughout the event, there's time dedicated to networking, plus special events, so I'll have a chance to raise our company profile and develop relationships and contacts.

- Access to the latest technologies. Innovation Lab Presentations will provides a platform for the latest innovations to help keep our business on the cutting edge.

As part of my attendance, I commit to sharing what I learned at the conference with my colleagues. I believe the insights gained by attending DSC Direct will pay dividends. The cost of registration is a small price to pay for actionable intelligence to navigate the current environment and plan for future success. Thank you for your consideration.

Regards,

[Your Name]