

Request to Attend the ScaleHR 2020 Conference



September 23-24, 2020

The University of Georgia - Terry Executive Education Center (Atlanta campus)

This letter is to request approval to attend the 2020 ScaleHR Conference, September 23-24, 2020, in Atlanta, Georgia. ScaleHR is presented by Shockingly Different Leadership, a global human capital company specializing in helping companies optimize their workforces. The conference website can be found at <https://www.shockinglydifferent.com/scalehr/>.

Since a key aspect of my role at the company involves being accountable for leading, supporting and providing thought leadership for the next wave of our talent workstreams, I consider attending ScaleHR 2020 a valuable investment in my development. Here's why:

ScaleHR 2020 is not your typical HR conference! There are no 90-minute speakers or hit-or-miss content. ScaleHR 2020 is **the only strategy conference** designed to scale HR capability and capacity to support organizational growth, business transformation, and the workforce of the future. The best of curated insights, data, and practices are used to tackle challenges that are uniquely ours.

As an attendee, I will have the opportunity to participate in **8 micro-learning strategy labs**, alongside the expert presenters and seasoned colleagues. [A micro-learning strategy lab is a unique rapid-learning development format which combines the principles of micro-learning (short bursts of knowledge or insight) and innovation strategy labs (using ideation and strategic thinking to move ideas further, faster).]

Conference attendees participate in a guided experience of:

1. better understanding the new knowledge presented on a topic
2. using the power of group think to ideate relevant options for them and/or their organization
3. strategizing the viability of applying option(s) of choice back into their company, business or organization

This year's topics are:

- DIVERSITY & INCLUSION: How D&I Will Drive the Business Strategy of the Future
- MEGATRENDS IN HR: Peeking Around the Corner on "What's Next" That Could Impact the World of HR
- EMPLOYER BRANDING: Reimagining What It Means to Become an Employer of Choice
- TALENT MANAGEMENT/ACQUISITION: Build – Buy – Borrow? How to immediately bridge the talent gap
- LEGAL: Chopping Up HR Legal Hot Potatoes – Legal risks and implications which are on the horizon
- VENDOR ENGAGEMENT: Critical factors to constructing win-win engagements between employers and HR service providers
- STRATEGIC PARTNERSHIPS: Don't Go At It Alone: How to scale by developing strategic partnerships and joint ventures with other entities
- TECHNOLOGY: Debunking Myths & Understanding the Next-Gen Technology Transforming the HR Industry and the Workforce

This year's event will address these and other critical issues. I will be able to find and focus on the specific issues that we face in our organization and will have the opportunity to learn global best practices, gain new contacts, and make valuable connections with companies showcasing the latest in products and services which support human capital initiatives.

When I return from the conference, I will share the new ideas, strategies, and techniques I learned to help our company thrive in our hyper-competitive, ever-changing industry.

Lastly, I have provided a summary of anticipated costs:

Expenses	Cost Saving Tips	Estimated Cost
Conference Registration	- Save by taking advantage of "Early Bird Elite" and "Early Bird Regular" pricing	\$
Transportation to/from Atlanta	- As one of the world's busiest airports, there are many low cost fares available, if booked early.	\$
Lodging	- ScaleHR has an official housing and has reserved a room block for attendees.	\$
Transportation during ScaleHR 2020	- Ample paid parking surrounds the venue (\$5-\$15/day) - Uber/Lyft access readily available - Close to MARTA public transit - Great opportunity to share rides with fellow colleagues!	\$
Meals	- Lunch and in-room refreshments are provided during the conference.	\$
Miscellaneous		\$
ESTIMATED COST TO ATTEND:		\$

I am sure you will agree that this conference will enhance our people operations and will benefit our company for years to come. Thank you in advance for your consideration.

Sincerely,