



## Official MAC 2024 Convince Your Boss Email Template

If your boss is on the fence about the time or expense involved with MAC 2024, we'd love to help give them a little nudge. Feel free to copy or draw from the template below.

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Dear [Name],

I'm writing to ask for approval to attend MAC 2024, a credit union marketing and education-oriented conference that takes place this September 9-11 in Hollywood, CA.

With the marketing landscape continuously changing, and competition steeper than ever, it's important that I stay current with CU marketing trends, best practices, case studies, and new solutions. Similar conferences of this nature are typically twice as expensive, and this event gets national accolades every year from attendees and partners.

At MAC 2024, I can put the cooperative principles into practice by learning from other credit union marketers and industry experts. After reading through the conference agenda, I believe attending this conference would directly benefit the following credit union initiatives and projects:

- [add initiative or project]
- [add initiative or project]
- [add initiative or project]

I'm happy to provide you with a report or summary of what I learned, including major takeaways and new ideas, and I will share relevant information with key personnel throughout our credit union. As an attendee, I will also have access to all the speaker presentations following the event that can be shared and disseminated as needed.

Thank you for considering this request, and I look forward to hearing your thoughts.

Regards,  
[Your name]