



The Future Assistant Global Summit 2021

Business Case for Executive and Personal Assistants

Subject heading: Training Request

Hi <Executive's name>

Over the last few months, I've been receiving marketing communications about a conference for Assistants taking place online in April 2021.

Here are the details:

Event name: The Future Assistant Global Summit

Date: Friday 14th May - Friday 21st May

Location: ONLINE

Registration fee: £399+VAT for a premium ticket, £299+VAT for a standard ticket, £250+VAT for a light access ticket and £199 for access to the post-event on-demand content.

The online summit has been organised by Practically Perfect PA, which is a website founded by Assistants that I regularly turn to for advice and guidance.

They understand the role, the challenges and the skills required to be a successful Assistant and I believe the content at the Global Summit will positively support my role.

On the online programme, they have a mix of professional coaches and trainers as well as a great variety of assistants. I believe I will learn a lot from the speakers. The sessions cover six broad areas:

- Working effectively with my Executive
- Understanding business strategy
- Improving relationships with members of the team
- Future-proofing my skills
- Productivity strategies and time management
- Creating a mindset for success in the Assistant role

I believe the investment in my attending the global online summit will:

- Improve my performance and productivity.
- Make me an even better Assistant
- Boost my knowledge, skills and strengths
- Inspire me to bring new ways of working and fresh ideas to my role.
- Help me keep on top of my personal and professional development while we are working from home and remotely.

For these reasons, attending the Summit will benefit my personal development and the work that I do every day. The conference takes place over 5 days and there are over 35 sessions, which I will have access to over the rest of this year.

The Summit is very good value compared to other events for Assistants and I hope you can see that the investment is worthwhile.

Kind regards

<Assistant's name>