



QUALITY IMPACT FORUM: SUSTAINABILITY

JULY 31, 2024 | VIRTUAL



EXCELLENCE UNLEASHED: QUALITY DRIVEN SUSTAINABILITY

MAKING THE BUSINESS CASE TO ATTEND QIFS

Put your business case in writing. Use this letter and email template to help your boss understand why QiFS is the most valuable conference for you to attend. Customize the letter based on your specific goals and relevant projects. Consider providing a post-conference briefing to your team to share your learnings and demonstrate the value of your attendance.



Dear **[Insert Manager's Name]**,

I'm writing to seek your approval to attend the [American Society for Quality's \(ASQ\) Quality Impact Forum: Sustainability \(QiFS\)](#), coming up on July 31, 2024.

Debuting this year, QiFS virtually connects professionals with esteemed thought leaders who will explore how upholding quality enhances the effectiveness of sustainability initiatives.

Through QiFS's thought-provoking sessions, actionable breakouts, and solutions-oriented networking to advance sustainable change within the circular economy, attendees will experience:

- **Focused discussions** on the future of sustainability, providing you actionable solutions to bring back to your organization.
- **A community** of peers dedicated to achieving operational excellence across sustainability initiatives, all looking to learn and network.
- **Passionate experts** sharing the newest innovations in quality-driven sustainability across industries.

The conference offers a significant return on investment – for example, I can see an opportunity to apply what I will learn on **[describe project or goal here]**.

Furthermore, the benefits of fostering a work culture where employees have opportunities to upskill are plentiful. According to [LinkedIn Learning](#), providing these opportunities make employees 3.5 times more likely to believe that their company can help them meet their career goals, contributing to employee retention as well as an energized and engaged workforce. Upskilling is also widely reported to boost employee productivity, according to a [PwC survey](#).

Thanks for considering my request. If able to attend, I'll be sure to share key takeaways, best practices, and tangible ideas to apply what I've learned in order to help our team meet present and future challenges with customized and sustainable quality solutions.

Sincerely,
[Your name]



Subject line: Driving Sustainable Change for a Brighter Future

Body of email:

Dear **[Insert Manager's Name]**,

I'm writing to seek your approval to attend the [American Society for Quality's \(ASQ\) 2024 Quality Impact Forum: Sustainability \(QiFS\)](#), scheduled for Jul 31, 2024.

As described in the attached letter, QiFS virtually connects professionals with esteemed thought leaders who will explore how upholding quality enhances the effectiveness of sustainability initiatives, particularly in the circular economy, ensuring their viability and value over the long term.

I'm confident my participation will allow me to bring back proven solutions for our unique organizational needs, helping our team meet the challenges of today and tomorrow.

After reviewing the attached letter, please let me know if you have any questions or if we can discuss further.

Thank you for considering my request,
[Your name]