

CONVINCE YOUR BOSS



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What is G-LINK?

The G-LINK Summit was co-created by members of the KM Global Network. Over the past year they have collaboratively designed a new interactive summit experience where participants will gain maximum knowledge, ideas, experience, relationships and fun!

Various activities and engagement tools will be made available throughout the 3 days so that participants can gain maximum value and insights from this event. In fact, the engagement of speakers and participants will start even BEFORE the event (learn more and join us at www.glinksummit.org), DURING and will continue AFTER the event. The G-LINK summit will create a community of practitioners who will engage in co-creating the future of business.

The future is not created, it is co-created. Be part of it!

Summit Key Facts

- Infinite opportunities to connect and interact with speakers and participants
- 3 Immersive Days
- 30 Global Visionary Thinkers
- 11 Countries represented
- 10 Inspiring Keynotes Sessions
- 10 Lightning Talks
- 9 Masterclasses
- 11 Workshops
- 3 Success Stories
- 3 Sharing and Co-Creation Circles





Step 1. State the benefits

- By attending the G-LINK summit you will gain all the new set of skills, knowledge and mindset that will help your organization to not just survive, but to thrive in these disruptive times. This year's summit theme will focus on Leading Digital and Cultural Transformation. The G-LINK Summit 2017 will make you better equipped, faster, sharper and smarter.

Attending the G-LINK Summit 2017 is a good idea because:

1. **Learn** from 30 Global Visionary thinkers who will share with you the latest insights and approaches to digital and cultural transformation, from the leadership, strategic, innovation, technology, process and tools aspects.
2. **Get immersed and inspired** by fresh ideas and concepts. The G-LINK Summit was co-created to expose you to a lot of creative and innovative ideas, to broaden your vision of the field. You will leave the event with plenty of new ideas you can start implementing next Monday at the office!
3. **Co-create** with international speakers and peers **new solutions** to overcome your challenges by bringing together new ideas and key practices that have had significant impacts on industry.
4. **Get answers and new insights** to the specific challenges your organization is facing by a condensed and multidisciplinary exposure to international knowledge that will prepare you for disruptive changes and to succeed in this disrupting digital age.
5. **Network** with international peers and speakers. There is no stronger link than the one we make face to face. The G-LINK offers a multi-cultural friendly atmosphere and a collaborative culture to **share and learn**. By participating in this three day summit you will build stronger networks and trusted relationships in a way you can't virtually.

Step 2. Determine the cost

- Often managers think about the number of days you will be out of the office
- Make sure you help them see that while you are gone, you will gain skills and knowledge that will take you and your organization into the future.
- Time off: How many days will you take off and who can cover while you are unavailable.
- Registration: Be sure to look into earlybird registration versus regular registration fees.
- Travel, hotel and food costs: If you are flying, be sure to attach an itinerary..

Step 3: Be sure to emphasize the ROI (Return On Investment)

- Create a post event report.
- Networking opportunities.
- Gaining perspective.



ATTENDANCE REQUEST PROPOSAL LETTER



Dear (Manager Name),

I would like to attend the G-LINK (Global Leaders who Innovate Next Knowledge) Summit on October 4th - October 6th, 2017.

The summit theme is "Leading Digital and Cultural Transformation" , and it is the premier event for (your industry) professionals. This years agenda focuses on Finding ways to react to and shape digital disruption is currently a global challenge that many organizations are facing in our era of volatility, uncertainty, complexity and ambiguity. I will attend workshops, hear Keynotes and success stories and experience sharing from 29 Global Visionary thinkers who will share the latest insights and approaches to digital and cultural transformation, from the leadership, strategic, innovation, technology, process and tools aspects.

It will be an opportunity to Co-create with International speakers and peers new solutions to overcome challenges by bringing together new ideas and key practices that have had significant impacts on industry.

Here is an approximate breakdown of the G-LINK Summit cost:

Registration: XX

Airfare: XX

Transportation: XX

Hotel: XX

Meals: XX

Total: XX

Thank you for considering supporting my attendance at this important professional conference. If I attend, I would submit a post-conference summary and share relevant information with other staff members and departments. I'm confident in the significant return we will receive for the small investment. To learn more about the G-GLINK Summit 2017, please visit www.glinksummit.org

Thank you for your consideration.
(Your name)
(Your position)

