For Your Employer: If you are looking for something you can use for travel justification, here's an example.

"Attending this professional development conference will provide me many opportunities to learn about upcoming technologies, interact with my peers, and earns me necessary continuing education development credits necessary to maintain my GIS Professional certification.

I expect to gain knowledge in <find a theme, a workshop idea, a sample session that you're interested in>. The understanding and insights gained from attending <fill workshop name(s) and a session if you can use it> will help me work more efficiently and make and help <your department/agency name> save time and money. I want to learn more about making my work as efficient as possible and to learn about new opportunities for incorporating new ideas into my other tasks.

No GIS event in the Pacific Northwest matches the dollar for dollar value of the annual Washington GIS Conference. It is the premier conference in the region, offering three days of high quality workshops and conference sessions. This conference gives me the opportunity to connect with other people and organizations in the region doing similar work both to learn from their experiences and to grow my professional network.

Washington URISA has attracted high quality instructors, speakers and exhibitors who will deliver the knowledge and solutions we can use now. Attendees at the Washington GIS Conference include hundreds of technicians, analysts, coordinators, and managers who are working on the same sorts of issues we are. Attending gives me the opportunity for ongoing education and insight gained by participating in our professional community. I will receive GISCI points by attending the conference and or workshops to help achieve / maintain my GIS Professional certification. I will earn additional GISCI points and conference price discounts for presenting in a track session / entering the poster contest.

The Washington GIS Conference is a great place to meet other GIS professionals working in the Pacific Northwest region and to discuss regional issues, new developments in data creation and acquisition, and new applications for GIS skills."