# **[Recipient’s Name], [Recipient’s Title]**

**[Institution/Department Name]**

Dear [Recipient’s Name],

I am seeking approval to attend **AACSB’s 2025** [**International Conference and Annual Meeting**](https://www.aacsb.edu/events/2025/04/cn-2025-april-international-conference-and-annual-meeting/)[**(ICAM)**](https://www.aacsb.edu/events/2025/04/cn-2025-april-international-conference-and-annual-meeting/), uniting over 1,200 attendees from 60+ countries to address critical challenges in business education. This year’s theme, *Amplify Your Impact*, will shape discussions from **April 7–9 in Vienna, Austria.**

The conference includes **four learning tracks: *Elevating Your Quality, Impacting Society, Enhancing Relevance,* and *Trends That Transform***. I am particularly interested in the [insert track] track, as it will help address [specific institutional goal or challenge].

# **Key Benefits for Our Institution**

1. **Direct Access to AACSB Expertise:** I will have the opportunity to meet with accreditation experts for tailored guidance and engage in person with AACSB leadership.
2. **Topical Learning Opportunities:** [**Sessions**](https://www.aacsb.edu/events/2025/04/cn-2025-april-international-conference-and-annual-meeting/#dropPoint) offer actionable strategies on key topics like AI, enrollment trends, and sustainability, which can address pressing challenges for our institution.
3. **Collaboration and Networking:** Access to deans, directors, chairs, and faculty to exchange ideas, explore partnerships, and gain diverse insights.

# **Financial Investment Overview**

For your convenience, here is an overview of the estimated financial investment required to attend. ICAM attendees can also opt to add the[**Assurance of Learning Seminar I**](https://www.aacsb.edu/events/2025/04/cn-2025-april-international-conference-and-annual-meeting/bundles/#dropPoint)with a 200 USD discount.

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| **Expense Type** | **Estimated Amount (USD)** | **Notes** |
| Registration Fee | [Insert Amount that Applies\*] | Includes conference materials. |
| Travel (Airfare) | [Insert Amount] | Based on round-trip airfare. |
| Accommodation | [Insert Amount] | Estimated cost for [X] nights. |
| Meals | [Insert Amount] | Estimated daily cost. |
| Ground Transportation | [Insert Amount] | Includes airport transfers and local transport. |
| Miscellaneous | [Insert Amount] | For additional incidentals. |
| **Total Estimated Investment** | **[Insert Amount]** |  |

*\*For AACSB Members: 1,495 USD by March 7, or 1,595 USD on or after March 8. For Non-Members: 1,795 USD by March 7, or 1,895 USD on or after March 8.*

I propose meeting with [Recipient or relevant team] before the conference to set clear objectives and ensure maximizing value. Upon my return, I will share key takeaways with colleagues using AACSB- provided materials to amplify the impact of my participation.

Attending ICAM will provide valuable insights and connections to support our goals. I appreciate your consideration and am happy to provide further details if needed.

**Your Name**  
Your Title  
email address