**2019 Master Brewers Conference Attendance Proposal**

***This letter is a template to help you communicate the advantages of attending the 2019 Master Brewers Conference to your supervisors. Feel free to customize to your unique circumstances. We’ll see you in Calgary!***

I’d like to attend the 2019 Master Brewers Conference, the professional development conference for brewers, suppliers, packaging experts, maintenance professionals, QA analysts, and everyone affiliated with the beer brewing industry, October 31–November 2, 2019, in Calgary, Alberta. Below are the reasons why attending the 2019 Master Brewers Conference would be a worthy expense and a good investment.

**The Master Brewers Conference brings brewers together from all over the world to convene in one location for one goal: to learn all there is to know about the latest innovations in brewing.** The conference offers hands-on [sessions](http://sxsw.com/interactive/talks) that teach best practices for tackling the most stubborn challenges that face brewers today—from packaging and brewery safety, to quality control in beer. Participants learnapplicable strategies for translating smooth operations into a bigger bottom line. At the pre-conference HACCP course, I will get to 1) work side-by-side with leaders in the industry to learn how to ensure our brewery’s best practices meet OSHA requirements; AND 2) I will also have the opportunity to become sign up for the HACCP certification exam.] Attendance at the HACCP course will help our organization maximize the safety and the effectiveness of our brewery’s investment.

**The Master Brewers Conference connects participants with industry thought leaders:** Many of the brewing industry’s most hardworking and successful craftsmen attend the Master Brewers Conference. Participants learn the newest ideas, research, and best practices directly from experienced brewers, suppliers, and [thought leaders](http://sxsw.com/interactive/talks/past_speakers_list) who are pushing the envelope on what it means to truly “brew the best beer”. We believe our tagline holds true in all that we do: UNITED WE BREW™! Our opening Keynote speaker, Jeff Butler, helps bridge the multigenerational gap to show you how to maximize the potential of your brewery employees.

**The Master Brewers Conference is a cost-effective development experience:** Not only is the2019 Master Brewers Conference affordably priced, but the accommodations in Calgary bring you up close to this burgeoning beer-brewing culture, a new hotspot for hops development and experimental brews.

While the conference is an initial expense, the opportunity for me to meet and problem solve with other lifelong learners and leaders is an opportunity we cannot afford to miss. Specifically, I will attend the 2019 Master Brewers Conference to get information or help with:

1. *<Fill in>*
2. *<Fill in>*
3. *<Fill in>*

The estimated cost to attend the 2019 Master Brewers Conference is:

Airfare:                                                                                                $

Hotel: (3 nights at $208)                                                                  $807

Registration (includes meals on both days)           $ ([View Different Rates](https://www.mbaa.com/meetings/2019conference/registration/Pages/default.aspx))

Total:                                                                                                   **$**

I am requesting approval from you now so we can take advantage of **the 2019 Master Brewers Conference’s Advance Registration rate and save $100***.*

Thank you for considering this request.

Regards,