

Clubessential New York, NY User Group - Justification Email or Letter

Dear

I would like to attend the Clubessential 2020 User Group conference on March 19th at The Harmonie Club in New York, NY. This is a premier event where I'll spend a day learning how to improve our club's operations and member experience using our Clubessential system. There will be hands-on training with Clubessential leadership and product experts, as well as collaborative learning sessions with other club colleagues throughout the Northeast. It's an opportunity for professional development, examining successful peer strategies, and to see how the next generation of club leaders are attracting and retaining new members.

Club Benchmarking is also providing a unique opportunity to have our club's data analyzed and benchmarked against other regional clubs at no cost.

After reviewing the User Group materials, there are a number of educational sessions that will allow me to gain additional knowledge and understanding of various club strategies and products, which include:

- Preparing for the Experience Age with Jim Butler CCM CCE, Chief Executive Officer of Club Benchmarking. This presentation will examine how the attention to member and customer experiences are reaching a coming of age for leading clubs in 2020 and how we can continue to grow and evolve with the industry.
- Discovering how we can transform our operations with tools like Mobile App, CE Payments, Membership Analytics Predictor, Mobile Ordering, and Mobile POS.
- Learning how to navigate data-driven decisions for our club with the power of Accounting and POS.
- Drive future innovation with colleagues and peers to share, brainstorm, and resolve the pain points we face today.

The event offers comprehensive, cutting-edge educational sessions and hands on training presented by industry leaders. I would like to learn more about these topics so I can be an even greater asset to our club and have the tools to help <club name> continue to recruit, engage, and retain members.

The user group conference fee is \$125 for the first attendee from <club name> and \$100 for each additional day. Clubessential will also be providing a discounted block room rate at a nearby hotel.

Upon my return from the conference, I hope to inspire and motivate the team by sharing key takeaways, including those that we may be able to implement immediately to maximize our member and staff experience.

Thank you for your consideration of this request.

Sincerely,