

The NFDA logo consists of the letters "NFDA" in a bold, dark blue, sans-serif font, set against a white rectangular background.

NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

EVENT JUSTIFICATION TOOLKIT

**Getting the Support to Participate in an NFDA
Conference or Funeral Service Education Event**

EVENT JUSTIFICATION TOOLKIT

NFDA has created a toolkit designed to provide you with the resources and strategies to secure your firm's approval and financial support to attend a funeral service education event. By following the steps and using the included templates, you can effectively demonstrate the value of your attendance for both professional development and organizational benefit.

Contents of the Toolkit

1. **Letter Template:** A professional and persuasive letter template to formally request approval to attend the event. This letter emphasizes the benefits of the event and how it aligns with your company's goals.
2. **Expense Worksheet:** A detailed worksheet to outline the anticipated costs of attending the event, including registration fees, travel, lodging and meals. This document ensures transparency and helps preemptively address budget concerns.
3. **Post-Event Summary Report:** A checklist to help you organize and present the outcomes of your attendance, including actionable insights, networking benefits and new skills or knowledge gained. This demonstrates the tangible return on your company's investment.

Steps to Use the Toolkit

1. **Understand the Event's Value**
 - Research the event to identify sessions, workshops or speakers that align with your professional goals and/or your company's objectives.
 - Highlight opportunities for skill-building, networking and staying updated on industry trends.
2. **Customize the Letter**
 - Use the provided letter template to draft your request. Customize it by updating the areas in red to include and emphasize specific details about the content that has relevance to your organization or your role.
 - Emphasize how attending the event will contribute to your professional growth and positively impact your firm.

3. Prepare the Expense Worksheet

- Complete the worksheet with accurate cost estimates, considering registration fees, transportation, accommodations and meals.
- If applicable, identify potential cost-saving measures, such as early-bird registration or shared lodging options.

4. Present Your Request

- Submit your customized letter and expense worksheet to your supervisor or the appropriate decision-maker.
- Be prepared to discuss the event's benefits and address any questions about costs or outcomes.

5. Leverage the Post-Event Summary Report

- After attending the event, use the checklist to document and to create a summary report that showcases the value gained, any actionable items and takeaways with your team.

Key Tips for Success

- Be proactive and organized in your approach.
- Tailor your request to align with your company's priorities and objectives.
- Demonstrate a clear plan for applying the knowledge and skills gained from the event to your role.

By using this toolkit, you can effectively advocate for your attendance at a funeral service education event, ensuring both your professional development and your company's success.

Questions about how to use this toolkit? Please contact NFDA at 800-228-6332 or NFDA@NFDA.org.

Dear [*Supervisor*],

I am writing to formally request approval to attend the 2025 NFDA International Convention & Expo, taking place October 26-29, in Chicago, IL. This annual event brings together a diverse group of funeral professionals from around the world and offers networking sessions, valuable workshops and the world's largest funeral service expo. Attending the NFDA convention will allow me to learn the most current practices to make me and our business even more successful.

Here are a few key reasons why attending this conference will benefit both my professional development and [*Enter your company name.*]:

1. **Professional Development:** Here is just a sampling of the workshops and breakout session topics: [*Shorten the list to focus on topics most valuable for your firm and interests. Find more workshops [here.](#)*]

- *Secrets From an Event Planner's Playbook*
- *Color Theory & Airbrush Cosmetics*
- *Customer Experience in the Age of "Leave Me Alone"*
- *Mapping a Customer Experience From Greeting to Goodbye*
- *The Value of Viewing – Marketta's Legacy*
- *Customer Loyalty: It's in the Details*
- *Outshine the Competition: Thriving in a Market of Low-Cost Competitors*
- *Funeral Rule Update*
- *Nurturing the New Licensee: The Importance of Mentoring*
- *Preserving Legacy: Why We Embalm*
- *Uncommon Injection Points*

I'm particularly interested in [*Fill in which one(s) and why.*].

2. **Expo Hall:** I will have a chance to learn about the newest products and most innovative services at the world's largest funeral service expo.
3. **Actionable Insights:** I will gain new perspectives and strategies that can be implemented to improve [*specific aspects of your work or organization*]. I am committed to sharing the knowledge and resources I gather with our team upon my return.

Here are just a few comments from the attendees at NFDA's 2024 International Convention & Expo:

- *The continuing education classes were very informative. All the speakers were on top of their game.*
- *It's always on the cutting edge of the funeral industry.*

- *I learned so much this year about being inspired to NOT be technically challenged but to jump in.*
- *It inspired me to meet the challenge of getting up to speed.*

A detailed cost breakdown is attached, including the registration fee, travel expenses to the convention, lodging and meals.

I am enthusiastic about the opportunity to represent our firm at the 2025 NFDA International Convention & Expo and bring back valuable ideas and practices to share with the team. I am happy to discuss this request further and provide additional details as needed.

Thank you for considering my proposal, and I look forward to your response.

Sincerely,

[Insert your name.]

NFDA 2025 International Convention & Expo Expense Worksheet

Attendee Name:

Expense	Details	Cost
Conference Registration		\$0.00
Flight		\$0.00
Lodging		\$0.00
Transportation: Airport to/from hotel		\$0.00
Transportation: Other		\$0.00
Car Rental		\$0.00
Food		\$0.00
Miscellaneous		\$0.00
TOTAL		\$0.00

NFDA 2025 INTERNATIONAL CONVENTION & EXPO

SUMMARY REPORT

I. Thank You Note

Send a thank you note to your supervisor or firm leadership that includes:

- General information about the meeting
- Your appreciation for attendance

II. Educational Goals

The goals that I set before attending the 2025 NFDA International Convention & Expo were:

- *[List goals here.]*

My participation met all these goals and gave me the opportunity to discuss *[Enter specific valuable conversations you had.]* and best practices with fellow funeral service professionals.

III. Session Overview

Identify a particularly meaningful session or two and describe them here.

Name of Session:

Presenter:

Summary: *[Summarize in your own words.]*

My major takeaways: *[Describe session, what was learned, and how you can apply it in your role or within your organization.]*

Action item(s): *[Describe actions that you intend to pursue within your organization. Repeat this for each session attended.]*

IV. Networking Opportunities

Describe some networking opportunities that were valuable to you.

Networking event title (ex. Welcome Reception, Tour, etc.):

Event summary: *[Summarize in your own words.]*

My major takeaways: *[Describe any best practices or tips that were learned or emphasized.]*

Action item(s): *[Describe actions that you intend to pursue with information learned.]*