**Social Recruiting Days 2016 Sept 13-14 in Berlin**

**Justification letter**

To:

From:

Re: Conference Social Recruiting Days 2016 in Berlin

I’d like to attend the conference “Social Recruiting Days” in Berlin, September 13-14. These are two full days of data-driven HR best practices research, unveiling of new innovations and trends in the fields of employer branding, direct search via social media networks and networking with an elite community of HR decision makers across Europe. I will attend sessions that are directly applicable to improving our strategic HR and talent acquisition approach, finding new partners and will influence driving revenue in the year ahead. Upon my return, I will apply the techniques and ideas learned from my peers to benefit our company.

Social Recruiting Days 2016 in Berlin is the most intensive learning opportunity to get the most from our recruitment investment. The conference itself is composed of general session and workshop break outs to unveil the latest in social recruitment, big data usage, employer branding and talent retention.

In these times when we’re focused on getting the most out of what we have, I think it’s critical for us to learn from other successful customers and apply their experiences to our operations. Here are three projects where we would benefit:

• [add project or initiative]

• [add project or initiative]

• [add project or initiative]

This will also give me a chance to meet and engage with some of our partners, e.g. LinkedIn and [add more]. The conference is a one-stop shop where I can discuss our overall HR strategy, how to solve the shortage of skilled knowledge workers in Germany and pick up new ideas to drive even better talent acquisition campaigns, employer branding productivity and onboarding of new candidates.

Here is an approximate breakdown of conference costs:

Airfare: 150 EURO  
Transportation: (Taxi) 50 EURO  
Hotel: (2 nights at 120 EURO) 240 EURO  
Registration Fee: (Advisory LinkedIn Early Bird Rate): 790 EURO - save 33% off normal rate  
**Total: 1230 EURO**

This conference should deliver a great ROI. I’ll learn how to better implement, operationalize and justify our employer branding and social recruitment initiatives, with the confidence that the information I am receiving is from proven fact-based experience. I’ll also develop better contacts with HR experts and gain knowledge to attract more talents, improve talent retention and align HR with the rest of our staff to win them over as brand ambassadors. This will pay off in streamlined practices, proven solutions, and a new network of peers to call upon for ideas or problem solving.

I will submit a report post-conference that will include executive summary, major takeaways, tips, and a set of recommended actions to maximize our current investment.

Thank you for considering this request. I look forward to your reply.

Regards,