

# Building Your Case for Attending

**smps**<sup>®</sup>

Southern  
Regional Conference

**January 29-31, 2025**  
**Houston, TX**



**Justification Toolkit**

**Express  
Yourself**



Southern  
Regional Conference

For 22 years, the SMPS Southern Regional Conference has been dedicated to serving marketers, business developers, and firm leaders within the A/E/C industries across Texas, Louisiana, and Oklahoma. As these roles have evolved far beyond traditional advertising and communications, the challenges and expectations have grown alongside the complexities of our businesses.

The 2025 SMPS Southern Regional Conference is an experience designed to meet the needs of today's professionals. With 300 attendees and over 20 speakers, our conference planning committee is committed to curating a diverse lineup of speakers, along with content and opportunities to learn and network.

The program will include:

- Learning formats that feature workshops, keynote presentations, and interactive sessions.
- Exclusive access to thought leaders within the industry.
- Social and peer events crafted to foster intentional networking and business development.

Join us for an opportunity to connect, grow, and “Express Yourself” in the ever-changing world of A/E/C.

### HOW WILL YOUR FIRM BENEFIT FROM YOUR ATTENDANCE?

At the SMPS Southern Regional Conference, you'll gain exclusive opportunities to elevate your brand, client relationships, and strategies. Access powerful content to inspire innovation, network with industry leaders, and engage in professional development that drives success in today's A/E/C industries.

### WHAT SKILLS AND KNOWLEDGE WILL YOU GAIN?

Gain insights into business development, marketing, and leadership through five diverse education tracks. Enhance your ability to market products and services, connect with valuable contacts, and expand your professional network. From proposals and AI to self-improvement and advocacy, SRC offers key strategies for growth.

### WHAT ARE THE NETWORKING BENEFITS?

At the SMPS Southern Regional Conference, you'll connect with A/E/C professionals from across Texas, Louisiana, and Oklahoma. Gain insights, share strategies, and learn how others are tackling similar challenges. Enjoy an opening networking event, a structured Restaurant Round-Up, and a Thursday night social, plus networking throughout the sessions.

**FOR MORE INFORMATION, VISIT [SMPS-SRC.ORG](https://smps-src.org)**

# 5 Tips

## For Building Your Case for Attending

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- 1 DISCOUNTED ROOM RATES.** Take advantage of our exclusive discounted rate and stay where the action is at the luxurious Omni Hotel, conveniently located in bustling Uptown Houston only 35 minutes from both IAH and Hobby airports.
- 2 SHOW THE VALUE.** Outline how attending the conference will benefit your work, clients, and firm. Review the session schedule and highlight the tracks and sessions most relevant to your role. Offer to share key takeaways with your colleagues to extend the value of your attendance.
- 3 EMPHASIZE THE TAKEAWAYS.** From valuable networking opportunities to actionable insights from each session, attending this conference provides knowledge you can apply immediately. You'll also discover new ideas and solutions from the latest products and services showcased at the event.
- 4 BUILD A NETWORKING LIST.** The SMPS Southern Regional Conference is a prime opportunity to network with A/E/C professionals from Texas, Louisiana, Oklahoma, and beyond. Identify speakers, exhibitors, and industry leaders you want to connect with to expand your professional network.
- 5 PREPARE A COVERAGE PLAN.** Have a plan ready for who will handle your responsibilities while you attend the conference, ensuring a smooth transition and uninterrupted workflow.

Express  
Yourself

FOR MORE INFORMATION, VISIT [SMPS-SRC.ORG](http://SMPS-SRC.ORG)

# Justification Letter

Hi [insert name],

I am interested in attending the 2025 SMPS Southern Regional Conference (SRC), held January 29-31, 2025 in Houston, TX. I believe that attending this conference will provide significant value to our firm and contribute to my professional growth. Below, I have outlined the key benefits of attending SRC and how it aligns with our goals.

## **1. Access to Expert Insights:**

SRC features a diverse lineup of over 40 speakers, including thought leaders and industry experts who will share the latest trends, strategies, and innovations in the A/E/C industry. Attending will equip us with actionable insights and tools to stay competitive and forward-thinking in our field.

## **2. Enhanced Networking Opportunities:**

With 300 professionals from across Texas, Louisiana, and Oklahoma, SRC is a prime venue for networking. It offers structured opportunities like the opening networking event, Restaurant Round-Up, and social activities, where we can connect with potential clients, partners, and industry peers to expand our network and influence.

## **3. Skill Development Across Five Tracks:**

The conference offers five tailored education tracks covering proposals, business development, AI, PR, recruitment, and self-improvement. These sessions will not only enhance my skills but also bring fresh ideas and best practices back to our team, helping us to refine our strategies and deliver better outcomes for our clients.

## **4. Inspirational Content and Practical Takeaways:**

From keynote speakers to interactive workshops, SRC delivers content designed to inspire and motivate. The practical takeaways from these sessions will enable us to implement new strategies and drive innovation within our firm.

## **5. Boosting Our Market Presence:**

Our participation will also demonstrate our commitment to professional growth and industry leadership, enhancing our visibility and reputation in the region. This can lead to new business opportunities and strengthen our firm's market position.

## **6. Team Building and Alignment:**

Attending as a team offers a unique opportunity for us to bond, align on our goals, and collectively strategize for the future. This shared experience can enhance collaboration and teamwork, driving us towards our firm's vision.

## **7. Strong Return on Investment:**

While there is an upfront cost, the insights, connections, and strategies gained from SRC represent a valuable investment in our firm's future. By attending, I will bring back actionable ideas that can be implemented to benefit our clients and projects.

I am confident that attending the SMPS Southern Regional Conference will provide substantial benefits to our firm and request your support in allowing me to participate. I am also prepared to share a detailed summary of the lessons learned and how we can apply them to our work.

Thank you for considering my request. I am happy to discuss this further and explore how we can make our participation in SRC a reality.

Sincerely,  
[Your Name]