

Frontline Success Summit 2024

Attendee Justification Letter

Good Morning,

I'm requesting approval to attend Frontline Success Summit 2024 — hosted by Beekeeper — being held September 10 in Nashville.

As one of the few conferences designed exclusively for frontline teams, the one-day summit brings together HR, Operations, and IT professionals to explore strategies for increasing frontline engagement, retention, and productivity.

I think my presence at this event will help us improve our frontline experience, drive business value, and get more out of our Beekeeper investment. There will be presentations sharing best practices and lessons learned from real-world case studies from industry leaders. And I'll be able to expand my technical knowledge of the Beekeeper platform and ask questions from their on-site experts.

Here are the benefits if I attend:

- **You'll get 7 SHRM credits when you attend!** That's right our content is SHRM approved and each session maps to one of the BASK categories
- **Access to educational sessions** on how to improve frontline operations—including access to the recordings I can share internally.
- **Ability to meet and network with Beekeeper's product teams**, allowing us to establish deeper relationships and learn from their specialists.
- **Workshops and real-world use cases**, helping us plan ahead to maintain a competitive edge.

I can review the event details with you, or you can [visit the conference website](#) for more information. **There is no registration fee to attend the conference, so my only expenses will be transportation and parking.**

Please let me know if you have any questions. Thank you for considering my request!