



INSIGHT 2026

WIN

CONVENTION & EXPO

ATTENDEE JUSTIFICATION TOOLKIT



OVERVIEW

For over 55 years, NABA Inc. has empowered members and partners to achieve success, break barriers, and drive meaningful change. This convention continues that legacy, inspiring attendees to **WIN**. Connect with peers in accounting, business finance, and entrepreneurship to navigate challenges and seize opportunities for growth, ensuring you are equipped to thrive in today's dynamic business landscape. INSIGHT 2026: WIN is designed to fuel momentum and unlock measurable growth.

GENERAL TIPS

- Focus on specific benefits that you will bring back to your office as a return on investment.
- Share your experience. Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your office.
- Share relevant meeting materials with colleagues that will benefit from the handouts and other learning materials from the meeting.
- If you need CPE credits, remind your supervisor that Insight: WIN is a great opportunity to earn CPEs at a very reasonable cost compared to other conferences.

PREPARE YOUR "ELEVATOR SPEECH"

Before or after sending your request to attend Insight: WIN, you will likely get a brief chance – just 60 seconds – to explain why it's important to your boss. Every workplace is different, so know what will be persuasive and have those points ready to go and rehearsed if possible. Be ready to speak about any of these benefits of attending:

- Professional development
- Top-rated technical and development sessions to choose from to earn CPEs
- Three days, concentrated on sharpening technical skills, developing leadership expertise and building knowledge of other practices and innovations to consider
- Networking opportunities to form meaningful connections for professional support
- Sharing gained knowledge with others in the workplace upon return



SAMPLE LETTER

[Date]

Dear **[Supervisor's Name]**,

I would like to attend the NABA Inc. national convention, Insight 2026: WIN. This conference offers valuable sessions relevant to my work and an opportunity to network with professionals nationwide.

NABA, Inc. is renowned for providing premier forums for accounting, finance, and business professionals. Attending this conference would enhance my technical skills, foster leadership development, and expose me to innovative practices from other companies that could benefit **[company name]**.

Your support in covering the registration fee of \$_____ would be greatly appreciated. Full registration grants access to CPE technical sessions, signature events, CPA exam reviews, and networking opportunities. Your endorsement of my attendance underscores **[company name]**'s commitment to supporting employees' professional growth through both conventional and innovative avenues.

Thank you for considering my request.

Sincerely,
[Name]