

Business Case (Suggested Text)

I would like to make a request to become a full member of the PA Forum which includes a ticket to attend the annual PA Forum Learning & Development Conference. I have received marketing communications and have heard superb feedback about the Forum and all the educational, motivational and inspirational content they deliver for the PA, EA, VA, Office Manager and Business Support Community.

The PA Forum is an organisation that I would like to OR regularly turn to supporting me to further build upon my industry contact base and relationships with my peers across the profession. The PA Forum is a hugely useful resource to share ideas and best practice amongst the members who are in a similar role, sector, or position as myself.

I have looked at the inclusions of membership and have identified several virtual events throughout the year I would like to attend which could make an impact on my role. I believe the content will bring value to the company, my performance and productivity, I will receive an attendance certificate to add to my portfolio and am able to show these as evidence at my regular performance reviews.

Here is a list of what I can gain from becoming a member.

- A FREE ticket to the annual PA Forum Learning & Development Conference (Full day virtual conference)
- 4 lunch and learn sessions to enhance my Microsoft Office skills with top trainer Shelley Fishel
- 12 online Health and Wellbeing webinars with The Healthy Employee
- Monthly virtual member round table discussion groups
- A series of webinars from motivational, inspirational, and educational industry leaders
- Access to the Membership Directory to network online and grow relationships with industry peers
- Full access to download any learning resources from the library.
- Attendance certificates after any learning events I take part in
- Access any preferential discounts and special offers for PA Forum members that could help with event planning and additional learning and opportunities

I believe this is a great opportunity to help boost my skills and knowledge which will ultimately support you and the company as well as inspiring me through the speakers and trainers to make me the exceptional assistant I know I am.

The membership is exceptional value for money, a ticket to the annual conference alone is normally £150.00 and I hope you can see the investment is worthwhile.

I look forward to catching up and welcome the opportunity to discuss further.