**ASUM NON-MEMBER - Reasons for me to attend ASUM 24, 1-3 November 2024, Brisbane**

Dear [Name],

I would like your approval to attend [ASUM 24](https://asum.eventsair.com/asum-24) which takes place 13-15 October in Sydney, Australia. ASUM2023 is essential to professional development for those who practice ultrasound. ASUM is a multi-disciplinary association that provides ongoing education, events and standards across all disciplines of diagnostic ultrasound.

Attending the conference ensures that organisations like ours have employees who are up to date with the most current information and insights to make better-informed decisions. The opportunities to gain knowledge, meet industry experts, and expand my network of professional contacts are incomparable. Most importantly, upon my return, I will be ready to share with my colleagues the useful information I have gained as well and be prepared to immediately implement what I learned.

Attendance at ASUM 24 will enable me to grow my knowledge, skills and values across key ultrasound areas of O&G, PoCUS, general ultrasound, cardiac, MSK, as well as topics including mental health, practice management, patient advocacy, complaints management and funding for research.

Also, if I become an ASUM member, I can save $305 off the conference fee (sonographer early-bird), access member rates on further training and receive a year of access to ASUM's library of knowledge. Attendance at this conference will give me numerous practical ideas that I can put to work right away. Please let me know if you would like me to provide additional information, or you can view details on the [ASUM 23 website](https://asum.eventsair.com/asum-24).

Sincerely,

[Your Name]