



## Making the case for your employer to send you to Canada's Logistics Conference 2025

You know you should be at the Canada's Logistics Conference June 4-6, 2025 in Toronto, ON. Now it's time to convince your employer to provide professional and financial support. **CITT can help.** Here are suggestions on how to get your request approved.

### Know the details:

- Review the [Canada's Logistics Conference 2025 schedule](#) and outline for your supervisor the sessions that would be beneficial to your professional growth and to the organization.
- Create a list of your short- and long-term goals and find the sessions that would help you achieve them.
- Review the list of those who have registered and explain the kinds of connections and relationships you will be making at the event and how they will benefit your organization. Common networking benefits include potential business development and forming new connections you can ask for friendly advice solving problems.

### Key reasons to go:

Bolster your request by explaining the top reasons you should attend CLC 2025.

1. **Networking.** Relationships, especially ones centered on face-to-face opportunities, are crucial in the transportation industry. Canada's Logistics Conference consistently brings top thought leaders and key influencers that you can connect with in person to gain insight and collaborate.
2. **Education.** Attending CLC 2025 will allow you to learn more about the industry and the latest innovations. You can take the knowledge you gain and invest it back in your career and the company. Pay special attention to sessions that are relevant to your role and that may address challenges and opportunities your company faces.
3. **Representation.** You can represent your organization and return with a contact list of logistics professionals and vendors you meet. You will provide department presentations to share what you've learned. You can't overstate the importance of your company being present at your national industry event.

Canada's Logistics Conference is the logistics and transportation industry's premier learning and networking event. Every organization involved in logistics should consider sending people to this highlight of the industry calendar!