



Atlas
FORUM™
Atlas

55th Atlas Forum 2024

April 4-5 Renaissance Chicago Downtown Hotel

**ATTENDANCE REQUEST
& JUSTIFICATION**





The Atlas Forum: Why It Makes Good Business Sense

IT'S WORTH IT— FOR YOU AND YOUR COMPANY.

Dear Relocation Professional:

On April 4 and 5 of this year, relocation professionals from across the U.S., Canada, and around the world will gather in Chicago for the 55th Atlas Forum on Moving™. This is a storied event, known for its progressive discussions and thought leadership on the pressing issues and trends in the relocation industry. The opportunities for networking and education are unparalleled.

An Atlas Agent representative has invited you to take part in this year's event (attendance is by invitation only). If you wish to accept this opportunity, you will likely need approval from your organization. This packet is designed to help you justify your participation. It provides an overview of the Atlas Forum and its benefits, plus a sample letter you may personalize to request approval for attending.

I trust you will find the benefits far outweigh the costs. Very simply, the Atlas Forum is an investment – for you and your company. If you have any questions or need more information, please let us know.

I look forward to seeing you in Chicago!

A handwritten signature in blue ink, appearing to read "Jack Griffin".

Jack Griffin
Chairman & CEO
Atlas World Group, Inc.



Atlas Forum Fact Sheet

WHAT IS THE ATLAS FORUM?

The Atlas Forum is a two-day professional conference hosted by Atlas, the second largest mover in the U.S., helping people *go new places.*[®]

History. Atlas introduced “The Forum on Moving™” in 1968, dedicated to the free and candid discussion of issues and ideas. It was the industry’s first national conference for professionals in corporate relocation.

Atlas Survey. The first Forum introduced a groundbreaking survey of corporate relocation policies and practices. Findings from this annual study are a highlight of the Forum.

You can see results from the 2023 Atlas Survey here:
atlasvanlines.com/resources/corporate-relocation-survey/2023

Where is the Atlas Forum?

55th Atlas Forum
April 4-5, 2024
Renaissance Chicago Downtown Hotel

Who attends?

Forum attendance is around 300 people. These include Atlas executives, agency representatives, and invited guests—professionals working in corporate relocation.

What’s in it for you?

Motivation. Get inspired to “lead and succeed” with messages from renowned keynote speakers.

Networking. Meet and connect with forward-thinking relocation professionals in domestic, cross-border, and international relocation.

Education. Earn continuing education credit for recertification of your CRP or GMS designation.





Atlas Forum Highlights



- Learn from renowned keynote speakers as they inspire and inform the audience with their experiences, expertise, skill, and humor.
- Hear from distinguished industry experts providing the latest on relevant topics in their respective fields, such as trucking, research, and global relocation.
- Be among the first to see the findings from the 2024 Atlas Corporate Relocation Survey. Discover opportunities for strengthening your relocation efforts in light of industry trends.
- Join the conversation with peers and industry experts. Discussions will examine what's behind current trends for:
 - Relocation Policy
 - International Relocation
 - Alternative Assignments
 - Lump Sum Usage
 - Spouse/Partner/Family Assistance
 - Reimbursement/Cost Coverage
 - U.S. Tax Law & Real Estate
 - Housing Constraints in Saturated Markets
 - Employee Buy-in to Remote Locations
- Expand your knowledge in learning sessions. Add your voice to the discussion among a panel of professionals in global mobility, recruitment & retention, and compensation & benefits.
- Network with your Atlas Agent and industry peers, exchanging best practices and building lasting relationships.

Atlas Forum Highlights

WHAT VALUE DOES FORUM PROVIDE?

Added Value to You

- Receive CRP/GMS recertification credits for attending learning sessions
- Best practices from high-level industry speakers and colleagues
- Professional networking

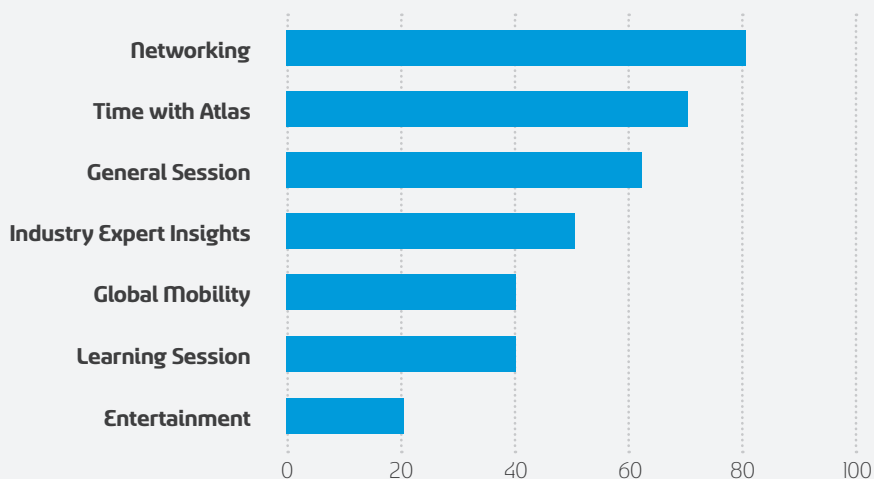
Added Value to Your Employer

- Enhanced professional abilities
- Information sharing with associates
- Sharing of insights from other leading relocation professionals

Your travel expenses may be tax-deductible. Consult your tax advisor.

Most Valuable Aspects of Forum

Source: 2023 Forum Feedback Survey





Atlas Forum ROI Worksheet

A WORTHY INVESTMENT.

The easier it is for your supervisor to justify the expense, the more likely it is that your proposal will be approved. In order to make an effective justification to your supervisor, you have to look at the expense from his or her point of view and calculate the conference return on investment (ROI).

Please see the worksheet below to figure your costs. The costs Atlas knows are filled in for you. As long as your company is comfortable having Atlas pay for the costs, and it works with their company policy, we will gladly extend this courtesy to you.

EXPENSE	DESCRIPTION	COST
Registration	This fee is for Direct Corporate Executive Guests.	\$350 prior to March 1, 2024 \$425 after March 1, 2024
Travel	This includes airfare and travel to/ from airport.	
Lodging	This includes two nights, double occupancy.	\$289/night
Food	Three meals (Thursday) and breakfast (Friday) included with registration.	\$0
TOTAL EXPENSE		



I THOROUGHLY ENJOYED THE CONFERENCE AND THE NETWORKING.

Barbara, Transportation Industry
Atlas Forum Attendee

It is my favorite relocation event during the year. Best speakers and networking opportunities.

Cheryl, Automotive Industry
Atlas Forum Attendee



I have been in the international HR arena for 15+ years, and this by far was the best overall forum I have attended to date where I learned and had valuable take aways. Thank you!

Beth, Relocation Consultant
Atlas Forum Attendee



Previous Forum Discussions

1

Around the World in 60 minutes

With unprecedented economic and political change around the world, the discussion concentrated on current events, the impact on business and the ripple effect in mobility for both U.S. Domestic Moves and Cross-Border Moves.

2

Accountable Sustainability for a Brighter Future

Relocation professionals shared their perspectives on three dimensions of sustainability - environmental, economic, and social.

3

Fine-tuning Relocation Policy Through the Examination of Research Trends

Research Trends – In this session, the moderator and panelists utilized Atlas' Annual Corporate Relocation Survey results to conduct an interactive team exercise to analyze various relocation scenarios from numerous perspectives and work together to identify meaningful solutions.

4

Focusing on Culture in a Hybrid Work Environment

– Mobility professionals challenged attendees to assess their company culture through the lens of remote work.

5

Professional Van Operators: Driving Business Success on 18 Wheels

Front-line professionals discussed their experiences as small business leaders working to be profitable while putting their best foot forward for customers and shared their views on topics currently shaping the industry.

6

Former Keynote Speaker

This two-time Paralympian and former U.S. Army officer left attendees in awe of her service, dedication, and attitude and inspired everyone to meet hardship with unwavering spirit and dedication.

7

Former Keynote Speaker

"Research guru" and generations speaker helped attendees separate generational myths and truths with an energizing and enlightening presentation.

8

Talk it Out

Roundtable dialogues on the business end of immigration, lump sum benefits, family assistance, workforce landscape and reimbursement or cost coverage trends – all supported by our most recent relocation survey.





Justification Letter of Request

SAMPLE TEXT (FOR YOU TO CUSTOMIZE).

Request to attend the 55th Atlas Forum on April 4&5 in Chicago

Dear [name of decision maker]:

I would like to further my professional development by attending the 2024 Atlas® Forum. The event will take place at Renaissance Chicago Downtown on April 4 & 5.

I am particularly interested in attending the educational sessions to enhance my ability to perform my job and to add value to our organization. The Atlas Forum is also an opportunity for me to hear acclaimed speakers.

This event counts towards my CRP/GMS recertification credits, and I will also learn best practices from high-achieving industry professionals and colleagues. This is great information that I will be able to bring back and share with other associates. I have filled out an ROI worksheet for you to see that the Atlas Forum is a worthy investment, and our Atlas representative is available for any further questions.

Respectfully,

Firstname Lastname



go new places.®

Agents will handle the registration process.
Clients will need to RSVP by March 1 (in response to Agent invitation).

For more information, visit:
atlasvanlines.com/about/forum