53rd Atlas Forum 2020
April 23-24 The Westin Seattle

ATTENDANCE REQUEST
& JUSTIFICATION
Dear Relocation Professional:

On April 23 and 24 of this year, relocation professionals from across the U.S., Canada, and around the world will gather in Seattle for the 53rd Atlas Forum on Moving™. This is a storied event, known for its progressive discussions and thought leadership on the pressing issues 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 think 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 Seattle!

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 2019 Atlas Survey here: atlasvanlines.com/Corporate-Relocation/Survey

**Where is the Atlas Forum?**
53rd Atlas Forum
April 23 & 24, 2020
The Westin Seattle

**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

The 53rd Forum: It's Kinetic!

• Hear keynote speaker, Jason Dorsey, the #1 Gen Z, Millennial, and generations speaker and researcher. Deemed a “research guru” by Adweek, Jason is President of The Center for Generational Kinetics and works closely with leaders around the world to separate generational myth from truth.

• Hear keynote speaker, Chris Riddell, award-winning Global Futurist and expert commentator on the future of humanity and digital. A global trailblazer, Chris has worked for some of the largest and most successful companies and brands in our modern world, including MARS Incorporated. As a regular on Sky News Business, BBC, CNBC, Prime Time and ABC Television, his insights and expertise as a trend spotter extend far beyond the walls of the corporate world.

• Hear keynote speaker, Inquiris “Inky” Johnson, motivational speaker and former college football player, share his dramatic story of how a routine tackle turned into a life-threatening injury, leaving Inky with a paralyzed right arm and a new outlook on life’s challenges.

• Be among the first to see the findings from the 2020 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.
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: 2019 Forum Feedback Survey

| Aspect                      | Value
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Networking</td>
<td>81%</td>
</tr>
<tr>
<td>Time with Atlas Rep/Guest</td>
<td>72%</td>
</tr>
<tr>
<td>General Session Speakers</td>
<td>67%</td>
</tr>
<tr>
<td>Industry Information</td>
<td>61%</td>
</tr>
<tr>
<td>Learning Session Speakers</td>
<td>51%</td>
</tr>
<tr>
<td>Lightning Talks</td>
<td>26%</td>
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<tr>
<td>Entertainment</td>
<td>25%</td>
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</tbody>
</table>
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.

### Atlas Forum ROI Worksheet

**A WORTHY INVESTMENT.**

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<table>
<thead>
<tr>
<th>EXPENSE</th>
<th>DESCRIPTION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>This fee is for Direct Corporate Executive Guests.</td>
<td>$200 prior to March 13, 2020 $275 after March 13, 2020</td>
</tr>
<tr>
<td>Travel</td>
<td>This includes airfare and travel to/from airport.</td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td>This includes two nights, double occupancy.</td>
<td>$269/night</td>
</tr>
<tr>
<td>Food</td>
<td>Three meals (Thursday) and breakfast (Friday) included with registration.</td>
<td>$0</td>
</tr>
</tbody>
</table>

**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
The Voice of Mobility – Six of the industry’s brightest minds came together to discuss the hottest topics in relocation: how to ensure your mobility department is viewed as a strategic partner within your company, effective group move preparation and implementation, and building lump sum programs that provide a quality experience for your transferees.

Fine-tuning Relocation Policy Through the Examination of 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.

Gamification in Relocation – This session took an interesting spin on the normal case study and injected it with technology. With its impact on our lives, our environment and our companies, it’s imperative to make technology better for everyone.

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.

The former 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.

TV personality and play-by-play broadcaster lead the audience in an interactive Q&A, sharing his insights on memorable sports moments and the most timely issues affecting professional sports today.

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 53rd Atlas Forum on April 23 & 24 in Seattle

Dear [name of decision maker]:

I would like to further my professional development by attending the 2020 Atlas Forum. The event will take place at The Westin Seattle on April 23 & 24.

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
Agents will handle the registration process. Clients will need to RSVP by March 13 (in response to Agent invitation).

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