Business Case Template | Attend the Worldly Customer Forum 2025 in Hong Kong

**Do you want to attend the Worldly Customer Forum, but need to state your case?**

Send this email to your supervisor to highlight the value and cost-savings of attending.

The text in red should be personalized by providing your details, including whether or not you are a Cascale member planning on also attending the Cascale Annual Meeting from September 15-17.

To: [insert your manager’s name]

From: [insert your name here]

Subject: Request to attend the **Worldly Customer Forum** in Hong Kong

Hi [First Name],

I would like to attend the [Worldly Customer Forum](https://worldly.io/resources/worldly-customer-forum-2024/) taking place September 18 2025 in Hong Kong [immediately after the Cascale Annual Meeting].

This action-oriented gathering of global brands, retailers, and manufacturers will provide practical insights to drive tangible impact with our sustainability initiatives.

**In today's unpredictable political and economic landscape, attending this forum is more crucial than ever.** With increasing regulatory pressure and business scrutiny, the event demonstrates how companies translate sustainability data into targeted programs that drive operational efficiency, cost reduction, risk mitigation, and competitive advantage.

I'll gain access to 25+ sessions covering the Higg Index, GHG emissions reduction, supply chain resilience, regulatory preparation, and maximizing ROI from our Worldly platform investment. Case studies from industry peers will inform our own sustainability strategy development.

**Key session topics include how to:**

* Design targeted programs with measurable business outcomes
* Track effectiveness through sustainability metrics and financial KPIs
* Leveraging our current data for complying with current and emerging regulations
* Future-proofing our supply chain in the face of shifting climate and social risk

The forum offers networking with 400+ professionals from leading brands and manufacturers. These connections could lead to partnerships that accelerate our sustainability efforts while creating business opportunities.

Additional benefits include:

1. Previews of Worldly's latest analytics tools that maximize sustainability ROI
2. On-site consultations addressing our specific needs
3. Peer learning from organizations that have translated sustainability into business growth

[Attending both the Worldly Customer Forum and Cascale Annual Meeting requires only one trip, saving on travel expenses. Tickets to the Worldly Customer Forum cost only $295 if bundled with our Cascale registration by June 16, or $395 if after June 16.]

[Tickets to the Worldly Customer Forum cost only $395 if purchased before June 16, or $495 if after June 16.]

Cost breakdown:

Registration:

Airfare:

Transportation:

Hotel:

Meals:

Total:

I'll provide a post-event report and share strategies for data-driven sustainability programs aligned with our business objectives. This investment will deliver insights supporting both our sustainability goals and broader business strategy.

Thank you for your consideration. I look forward to your reply.

Best wishes,

[Your Name]