Expand Your Skills and Grow Your Network at 2019 TMAP

We are delighted that you are thinking about attending the 2019 TMAP Meeting. This Attendee Justification Toolkit provides important information about the meeting for you and your supervisor to consider.

The toolkit includes:

• Top 7 reasons to attend the meeting
• Meeting details and demographics of previous attendees
• Attendee testimonials
• An expense worksheet to calculate the direct costs of attendance
• A justification letter to present to management

We hope you find this toolkit useful in making your case for attending the 2019 TMAP Meeting. This popular event provides so many unique educational, networking, and benchmarking opportunities that many consider it the industry’s one-stop meeting for trademark administrators, young practitioners, and other trademark professionals.

The TMAP Meeting always provides a great mixture of basics one must never forget and of current changes one needs to stay on top of. Listening to professionals in the field and discussing the sessions with other trademark administrators from around the world in a friendly atmosphere are extremely helpful—even after working in trademark administration for more than 20 years.

—Gudrun Irsa-Klingspiegl, Head of Trademark Management, Schönherr Attorneys at Law
Top 7 Reasons to Attend 2019 TMAP

1. Hear from experienced trademark professionals about how to advance your organization’s goals during programming tailored specifically for those managing the ins and outs of a global trademark portfolio.

2. Learn about the changes and trends that impact the work you do every day as a trademark professional.

3. Exchange practical knowledge, tips, and experience with your counterparts from around the world, including solutions to shared challenges.

4. Make new contacts and get better acquainted with existing contacts at various receptions and the ever-popular Dine-Around!

5. Explore an exhibition hall offering tools to help you improve your performance and efficiency.

6. Network in a relaxed environment while learning about our fascinating host city during a sightseeing tour of Berlin.

7. Feel empowered to put all the practical strategies and skills shared by speakers and your peers to immediate use when you get back to the office!

Discover Berlin
Enjoy an afternoon out with your fellow TMAP attendees during a two-hour guided tour of our host city's most iconic sites.

Dine-Around
Meet new colleagues and friends at our ever-popular TMAP Dine-Around event. This special dining option is limited to groups of no more than 10 attendees and features a variety of venues in the city of Berlin.

Idea Exchange
Discuss IP topics of interest—ranging from choosing the right foreign counsel for the job, registering local language versions of trademarks, and bad-faith filings in China—over cocktails with your colleagues.
How to Justify Meeting Attendance

If your organization is in the business of brands in any capacity, then this is a must-attend event for you and your organization. Be able to show your supervisor the value of your attendance at the 2019 TMAP Meeting by understanding your meeting expenses and advocating for the variety of benefits.

To get started, calculate meeting expenses on our Microsoft Excel expense worksheet.

Then, identify meeting attendance benefits, such as:

- **Meeting content:** What sessions have particular relevance to your employer’s work? Are there specific tools your team is seeking to learn more about or use in your work? What issues or challenges are you looking to tackle?

- **Best practices:** What processes is your team looking to change? Can you ask your team members about challenges they are facing? What questions arise in your team meetings or with your supervisor?

- **Training:** Are there skills that you want to learn more about or that are specifically important to your team’s work?

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I love this meeting because you get a lot of updates what happens in the IP world (literally) and tips for your daily work as well as your own personal development. It is also a very good opportunity to liaise with your colleague friends from all over the world. I am especially looking forward to meeting friends made over the years, and also hope to get some more insight about the (post-) Brexit scenario.

—Beate Koch, Trademark Head Administrator EU, Squire Patton Boggs (US) LLP
Dear <supervisor's name>,

I would like to attend the International Trademark Association’s (INTA’s) Trademark Administrators and Practitioners Meeting (TMAP) September 15–17, 2019 in Berlin, Germany. The TMAP Meeting is the only educational event of its kind, and is regularly attended by hundreds of my colleagues.

Attending TMAP will enable me to participate in numerous educational sessions that are directly relevant to my work and will allow me to network with global experts and speakers from the INTA community. TMAP presentations are tailored to trademark administrators and practitioners, with a focus on managing a global trademark portfolio and brand protection strategies.

I kindly request approval to attend this meeting. Expenses would include the registration fee, hotel, and travel expenses. A summary of the expenses is attached.

After reviewing the meeting schedule, I have identified a number of key sessions that will allow me to gain knowledge and understanding of our team’s work. As you know, INTA’s educational sessions are high-level and are conducted by leaders in the field. Additionally, this meeting provides professional development to assist me with my work style and team strategy.

Thank you for the consideration of my request. I look forward to discussing it with you.

< your name here >

*Download this letter as a Microsoft Word document*

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TMAP provides access to a wealth of brilliant material and sessions generated by fellow colleagues and associates.... Further, attendance allows for lasting connections to be made that provide a real feeling of being part of a wider team spread through different countries, firms, companies, or organizations. Building an ever increasing network of helpful connections is certainly what I look forward to achieving at TMAP Berlin.

— Azhar Sadique, UK and European Trade Mark Attorney, Keltie LLP