**TO**:  
**FROM**:   
**SUBJECT**: ***Why I should take the Certificate in Corporate Travel Execution (CCTE)***

I would like to attend the Certificate in Corporate Travel Execution (CCTE) - which is a tailored education program delivered in partnership with GBTA and Cornell University by expert professors who specialize in business, travel, and hospitality. The program content focuses on key business travel topics such as accounting, finance, human resources, sales strategy, risk and legal issues, and travel procurement.

The CCTE is ideal for travel professionals seeking to advance their knowledge in travel and business best practices. Upon completion of the course, I will receive a certificate from Cornell University Executive Education and GBTA Academy, as well as 16 GTP® Recertification credits.

This online program will be delivered via 2-hour sessions, twice per month during September - December 2024.

**Here some key learnings I’ll take away from the CCTE experience:**

* Problem solving with critical and strategic thinking
* Understanding and applying business and hospitality law
* Interpreting and communicating financial statements
* Understanding and application of accounting for decision making
* Understanding how to manage diversity, equity, and inclusion in the workplace and teambuilding
* Competitive strategy and implementing strategic change
* Negotiation strategy, building deals, and strengthening relationships
* Travel procurement and supply chain management

**The cost associated with my attendance is:** GBTA Member Rate USD 2,500 / Non-Member Rate USD 3,000  
  
By attending this course, I will invest in upskilling myself, benefiting my career and our organization through the acquisition of new skills, knowledge, and strategies to enhance travel management.

Once completed, I can provide a report of my key learnings and share this with the team.

Thank you for your consideration.

Sincerely,   
*Your Name Here*