

Business Case Template:

Subject: Request to Attend Orlo's BIG Social, 22 October 2025

To: [Line Manager / Director's Name]

From: [Your Name]

Date: [Today's Date]

Re: Request for approval to attend *Orlo's BIG Social – Birmingham, 22 October 2025*

Overview

I would like to attend *Orlo's BIG Social*, a one-day event focused on public sector communications, digital engagement, and community connection. Hosted by Orlo, and free to attend, the event brings together comms professionals, digital leaders, and sector experts to explore best practice, fresh ideas, and shared challenges.

Why this event matters

The public sector faces increasing pressure to do more with fewer resources, particularly when it comes to digital engagement and building public trust. This event will give me:

- Insights into how other public sector organisations are tackling similar challenges.
- The latest thinking on digital communications, social media strategy, and community engagement.
- A chance to hear from leading voices in government, housing, healthcare, and other sectors.
- Opportunities to network and collaborate with peers from across the UK.
- Practical takeaways I can bring back to our team and apply straight away.
- A chance to be one of the first to find out what's coming up in Orlo's product roadmap and consider how we could take advantage of their latest innovations.
- [If Orlo customer] An opportunity to celebrate our successes by entering Orlo's Spotlight Awards, and have our work recognised by our peers as best-in-class.

Alignment with our team goals

Attending BIG Social supports our priorities, including:

- Improving the effectiveness of our digital communication

- Strengthening public trust and transparency
- Supporting professional development and upskilling
- Exploring new tools and technologies that could benefit our work

It is also an opportunity to hear directly from others who are navigating the same challenges we face, such as managing crisis communications, handling high volumes of contact, or reaching underrepresented communities.

Costs and Logistics

The event is free to attend and takes place in central Birmingham, which is convenient for travel.

Travel costs: [include options here - train, bus, car]

Accommodation: The hotel associated with this year's BIG Social venue is [Aloft Birmingham Eastside](#). There is a limited number of discounted rooms available to event attendees. These are offered at a rate of £189.00 per night.* This would offer me further opportunity to network.

*There is limited availability on these rooms, and they will be on a first-come, first-served basis. This discounted rate is available until the 23rd of September 2025. You can cancel the room free of charge if cancellation is received no later than the 20th of October.

Alternative hotels are within walking distance of the venue. All these fall under our travel and expenses policy.

I will ensure that my attendance is planned in a way that does not affect service delivery, any essential meetings will be covered, and I will make arrangements for any urgent matters to be raised with [insert colleague's name].

Next Steps

This is a valuable professional development opportunity that will benefit both me and the wider team. [Mention if it is on your development plan, if you have one.]

I would be happy to share a summary of my insights, learnings and actions following the event.

Please let me know if you'd like to discuss this further.

Best regards,
[Your Name]