



Atlas  
FORUM™  
Atlas

# 56th Atlas Forum 2025

April 3-4 Renaissance Chicago Downtown Hotel

**ATTENDANCE REQUEST  
& JUSTIFICATION**



## The Atlas Forum: Why It Makes Good Business Sense

# IT'S WORTH IT— FOR YOU AND YOUR COMPANY.

### Dear Relocation Professional:

On April 3 and 4 of this year, relocation professionals from across the U.S., Canada, and around the world will gather in Chicago for the 56th Atlas Forum on Moving™. This is a storied event, known for its progressive discussions and thought leadership on the pressing issues and trends 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 trust 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 Chicago!

A handwritten signature in blue ink, appearing to read "Jack Griffin".

**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.*<sup>®</sup>

**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.

**See results and learn more about the study here:**

[www.atlasvanlines.com/resources/corporate-relocation-survey](http://www.atlasvanlines.com/resources/corporate-relocation-survey)

### Where is the Atlas Forum?

56th Atlas Forum

April 3-4, 2025

Renaissance Chicago Downtown Hotel

### 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



- Learn from renowned keynote speakers as they inspire and inform the audience with their experiences, expertise, skill, and humor.
- Hear from distinguished industry experts providing the latest on relevant topics in their respective fields, such as trucking, research, and global relocation.
- Be among the first to see the findings from the latest 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.
- Network with your Atlas Agent and industry peers, exchanging best practices and building lasting relationships.

## 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

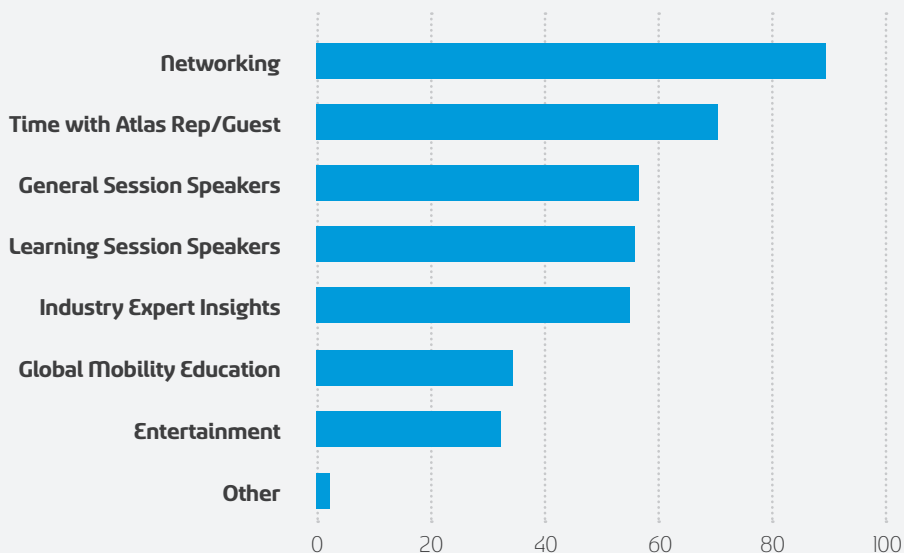
### Added Value to Your Employer

- 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: 2024 Forum Feedback Survey





## Atlas Forum ROI Worksheet

# A WORTHY INVESTMENT.

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.

EXPENSE	DESCRIPTION	COST
<b>Registration</b>	This fee is for Direct Corporate Executive Guests.	<b>\$375</b> prior to February 28, 2025 <b>\$450</b> prior to February 28, 2025
<b>Travel</b>	This includes airfare and travel to/ from airport.	
<b>Lodging</b>	This includes two nights, double occupancy.	<b>\$289/night</b>
<b>Food</b>	Three meals (Thursday) and breakfast (Friday) <b>included with registration.</b>	<b>\$0</b>
<b>TOTAL EXPENSE</b>		



## 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



## Previous Forum Discussions

1

**Customer Service Excellence: The CSR Perspective** – Attendees heard first-hand from customer service professionals on the challenges of managing moves, dealing with unforeseen circumstances, and ensuring each customer receives the highest level of service.

2

**Relocation in the Era of High Real Estate Prices + High Interest Rates** – Experienced panelists discussed challenges and opportunities presented by the real estate market.

3

**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.

4

**Focusing on Culture in a Hybrid Work Environment** – Mobility professionals challenged attendees to assess their company culture through the lens of remote work.

5

**Professional Van Operators: Driving Business Success on 18 Wheels** – Front-line professionals discussed their experiences as small business leaders working to be profitable while putting their best foot forward for customers and shared their views on topics currently shaping the industry.

6

**Former Keynote Speaker** – This Paralympian and bestselling author left attendees in fits of laughter and inspired everyone to meet hardship with dedication and a positive attitude.

7

**Former Keynote Speaker** – “Research guru” and generations speaker helped attendees separate generational myths and truths with an energizing and enlightening presentation.



8

**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 56th Atlas Forum on April 3 & 4 in Chicago

**Dear [name of decision maker]:**

I would like to further my professional development by attending the 2025 Atlas® Forum. The event will take place at Renaissance Chicago Downtown on April 3 & 4.

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**



*go new places.®*

Agents will handle the registration process.  
Clients will need to RSVP by February 28 (in response to Agent invitation).

**For more information, visit:**  
[atlasvanlines.com/about/forum](https://atlasvanlines.com/about/forum)