

# 2026 NWA ANNUAL CONFERENCE

May 27 to 30, 2026 | Dallas, Texas

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**Communicating the  
Benefits of Conference  
Attendance to Your  
Leaders**

# Communicating Conference Value to Leadership

We're excited that you are interested in attending the 2026 NWA Annual Education and Training Conference.

This toolkit is designed to help you clearly and confidently communicate the value of attending NWA's Annual Conference (May 27–30, 2026 — Dallas, Texas) to your supervisor or leadership team.

Use this as a template. You're encouraged to tailor the language to reflect your role, responsibilities, and your agency's priorities.



## Why This Conference Matters

The 2026 theme, "Engage, Inspire, Energize!", highlights NWA's focus on connection, innovation, and workforce development, offering actionable ideas for WIC programs and operations.

- **ENGAGE:** The conference brings together 1,000+ WIC professionals, partners, and stakeholders nationwide for peer learning, collaboration, and shared problem-solving that strengthen the national WIC network.
- **INSPIRE:** Sessions address timely and practical topics such as:
  - Breastfeeding and lactation support
  - Nutrition education
  - Hybrid and virtual service delivery
  - Workforce resilience, equity and inclusion, and more.
- **ENERGIZE:** Attendees leave with renewed motivation, practical tools, and fresh perspectives to boost staff capacity, enhance participant experience, and maximize program impact.

## Key Benefits of Attending

As an attendee, I can:

- Select from 30+ sessions aligned with my role and goals
- Learn best practices to enhance program operations and participant engagement
- Gain strategies to boost workforce morale and retention
- Network with peers and partners to identify beneficial solutions for our agency
- Earn CPEUs and CERPs through participation in eligible sessions

## Organizational Return on Investment

Attending this conference is an investment that goes beyond individual professional growth. I will:

- Share key takeaways with colleagues via team debriefs, summaries, or presentations
- Identify 2–3 actionable strategies to improve our program or internal processes
- Bring back tools, resources, and contacts that enhance staff development, service quality, and participant outcomes

## Email Template

Subject: Request to Attend the 2026 NWA Annual Education and Training Conference

Dear \_\_\_\_\_,

I hope you are doing well. I'm writing to request approval to attend the 2026 NWA Annual Education and Training Conference, taking place from May 27–30 in Dallas, Texas.

This national conference, hosted by the [National WIC Association](#), is specifically designed for WIC staff providers, partners, and stakeholders. It offers highly relevant professional development, peer learning, and networking opportunities that align directly with our program goals.

This year's theme, Engage, Inspire, Energize!, focuses on strengthening the WIC workforce, sharing innovative practices, and improving service delivery for participants.

By attending, I would gain practical strategies and insights related to [insert relevant focus areas; e.g., program operations, participant engagement, workforce development, nutrition education]. I plan to share my key learnings with our team upon return to ensure the benefits extend beyond my individual participation.

The estimated total cost is [insert total]. I've included a detailed cost breakdown below.

Note: The current registration rate expires on [date], offering a cost-saving opportunity if approval is granted promptly.

I'm eager to discuss this further and answer any questions you might have. I'm confident that attending the conference will provide meaningful value to our team and support our continued effort to strengthen WIC services. Thank you for considering.

Sincerely,  
[Your Name]

## Cost Breakdown

EXPENSE	COST
<b>Registration Fee</b> Please <a href="#">click here</a> to access registration fees	
<b>Airfare</b>	
<b>Lodging/Hotel</b> The deadline to secure rooms is April 26, 2026, or once the reserved block has reached capacity. Please use only the housing links found on the <a href="#">conference site here</a> .	
<b>Transportation Fees</b> Taxi/car rental/airport shuttle	
<b>Mileage/Parking</b> Driving to/from the conference or to the airport for your flight? Other modes of transportation?	
<b>Meal per Diem</b> NWA offers continental breakfast on Thursday, Friday and Saturday of the conference.	
<b>Miscellaneous &amp; Incidentals</b>	
<b>Estimated Total Per Attendee</b>	
<b>Number of Employees Attending</b>	
<b>Total Estimated</b>	