EXECUTIVE SUMMARY
Address the key aspects of the IAITAM ACE event

IMPROVEMENT TO BUSINESS STRATEGY
Analyze the current problem and how this event can lead to a solution

PROPOSAL BENEFITS
List key takeaways that will benefit the organization

COST & RETURN ON INVESTMENT
Prepare a breakdown of costs including the return that can be achieved
Cost: ROI:

CONCLUSION
Reiterate the benefits and opportunities that will achieve company goals