



Attendee Justification Toolkit



GS1 Connect **2025**
AMPLIFY Nashville, TN
June 10-12



“This conference is very informative. I found it to be incredibly beneficial. Meeting people in person and getting insight into questions, issues, etc. ... is fantastic.”

—2024 Attendee, McCain Foods Limited

Attending industry conferences is an invaluable opportunity for professional growth, networking, and staying ahead of emerging trends. We know that getting the green light from your manager can be a bit tricky. With the right rationale and a little bit of data to back you up, you'll show your manager that GS1 Connect® isn't just a fun trip—it's a smart investment that can bring fresh ideas and energy back to the team.

By investing in your development, your company can harness new ideas, foster innovation, and enhance team performance, ultimately leading to greater success in achieving organizational goals. Use this toolkit to help you make your case stronger.

This toolkit includes:

- General information about the event
- Testimonials from past attendees
- A sample approval request letter to use with your manager

We hope to see you in Nashville, June 10-12!
For more information, visit www.gs1connect.org

What is GS1 Connect 2025?

Amplify supply chain success at GS1 Connect 2025: Learn, collaborate, and network

In today's fast-paced and interconnected marketplace, cutting through the noise and ensuring your voice resonates with customers is more challenging than ever—you must stay in tune with your audiences' needs and crank up the volume of your supply chain's transparency, visibility, and efficiency.






GS1 Connect 2025 is the premier stage to amplify your business performance, especially when it comes to supply chain excellence. Engage with top industry experts, collaborate with peers, discover innovative best practices, and get backstage access to the future of the supply chain. From inspiring keynote presentations to roundtable discussions with trading partners, you'll be tuning into the hottest tracks in the industry. Don't let your business get lost in the noise of supply chain challenges; find solutions and be the star of the show!

Every year, about 50%  **of attendees are attending the conference for the first time!**

Attendees are

-  Directors
-  Managers
-  Analysts
-  C-Suite Executives

Industries represented include:

-  Healthcare
-  Retail Grocery
-  Foodservice
-  Technology
-  Apparel



Explore the Agenda Details

The 2025 agenda will include different types of content and many ways to learn and network, including:

Trading Partner Roundtables

Informal 20-minute sessions will facilitate collaborative discussions among trading partners on the use of standards-based best practices.

Topic Tours

A GS1 US® expert will guide you through a brief presentation and demonstration on specific topics important to you and your business.

“How to Do Business With ...” Sessions

Get the inside scoop on what you need to do to successfully partner with industry leaders from top companies.

Track Sessions

Members of the Community Advisory Board representing a cross-section of GS1 Standards users help identify topics and speakers of the highest interest to our communities. Whether it's supply chain efficiencies, master data management best practices, or business process improvements with the use of GS1 Standards, the supply and demand sides of the business will be at the table—and the podium—to share actionable insights.

Keynote and Cross-Industry Presentations

Cross-industry and keynote presentations highlight innovative solutions to supply chain visibility challenges from diverse industries and show how companies tackle these often surprisingly common challenges. These sessions showcase successful strategies and best practices that transcend industry boundaries. Attendees will hear various perspectives on pressing industry issues and gain valuable knowledge from seasoned professionals.

We are actively recruiting speakers for the 2025 event. The full conference agenda will be announced in March 2025.



“As this was my first in-person experience, I was highly pleased with the information presented by my session facilitators as well as the main stage presenters. ... I am encouraged and motivated in my place within my organization and my role in helping to move it forward with a strong digital footprint and solid data.”

—2024 Attendee, DFA Dairy Brands

Direct Access to Customers and Trading Partners

Every year, some of the world's largest and most innovative brands, retailers, and manufacturers from many industries attend GS1 Connect. In 2024, we hosted more than 1,000 attendees from 400+ different companies.

[View the companies in attendance >](#)

Showcase Your Expertise After the Event

Earn a Credly badge to display on your LinkedIn or other social media accounts—simply by attending GS1 Connect! Following the event, you'll receive an email with instructions on how to claim your GS1 Connect Advocate badge.

A Credly badge is an online credential that signifies a person's accomplishments, such as completing a training program, attending an event, or obtaining a certification. These digital badges can be easily shared across various online platforms—including social media, resumes, and digital portfolios—and are a modern tool for recognizing and validating skills, making them an important asset for anyone looking to enhance their professional profile.



Make the Most of Your Experience



Schedule meetings

Before the event, you will receive access to the GS1 Connect mobile app, where you can connect with attendees, speakers, and exhibitors.



Ask questions

Get your questions answered in real time by industry experts with sessions offering Q&A.



Access helpful resources

After the event, you will have access to the session presentations and relevant resources to reference and share with your colleagues.



Continue the conversation

As an attendee, you will have contact information for exhibitors, speakers, and fellow attendees so your networking can continue long after you depart Nashville.

Hear From Past 2024 Attendees

“I felt that the conference was value added to our work in the fact that the sessions were on point with what we are working on as well as the opportunities that were provided to connect with peers and collaborators to network and benchmark our thoughts.”

—Wegmans Food Markets

“Great opportunity to connect with colleagues and business partners and collaborate with new individuals.”

—Gordon Food Service

“It is a great opportunity to pick up on some best practices from similar companies, and to also have several experts available to answer questions and provide insights.”

—Storck US LP

“This conference is the one time a year I can be around people who understand what I am talking about.”

—Simply Good Foods

“A great way to network with peers, customers, and industry support.”

—PepsiCo, Inc.

“I learned a lot about best practices and what other companies were doing that will allow me to contribute better to our GS1 efforts. I was also able to network with our trading partners and get some questions answered.”

—Red Gold Inc.

“The conference provided a chance to network, acquire knowledge, and exchange best practices. By collaborating, we can significantly impact Project Sunrise and achieve our shared goals for traceability.”

—Aussie Bubs Inc.

“I believe each year we in the healthcare track make it a priority to feature the “Doers” so we can motivate our industry and show that together we can do more!”

—Geisinger

“There was so much valuable content regarding the future of the industry.”

—General Mills, Inc.

“This year was my first time attending a GS1 Connect event. It was extremely well organized, the presenters were great, and I learned a lot of valuable insights on what other organizations are doing and where we are headed.”

—Stratas Foods

Write a Letter to Your Manager

Download a sample version of our Justification Letter [here!](#)

To: _____

From: _____

Re: Attendance at GS1 Connect 2025

Hi _____,

I am seeking your approval for my attendance at **GS1 Connect 2025** in Nashville, Tennessee, June 10–12, at the Gaylord Opryland Resort & Convention Center. GS1 Connect® is an annual conference where attendees share industry trends and best practices for supply chain visibility and product data management. The conference also offers unique networking opportunities with leading brands, distributors, retailers, operators, technology providers, and GS1 US® experts to help implement GS1 Standards to address business challenges—not just for today, but in planning for the future.

After reviewing the [conference details](#), I have highlighted below why I would like to attend, and I seek your approval for registering.

1 Getting Business Done

Fifty percent of attendees return year after year! I will be able to meet with our trading partners and industry peers all in one place to conduct business. As attendees, we can meet with solution providers and participate in **Trading Partner Roundtables** and “How to Do Business With ...” sessions that provide actionable information that I can put to work when I return to the office.

2 Keeping Up With Trends to Innovate for the Future

I will be taking the time to reset, reframe, and reevaluate our business strategies in an environment that encourages sharing, learning, and collaboration. Attendees learn about breakthrough solutions to shared industry challenges that no one organization can solve on its own. There are opportunities to talk to GS1 Standards experts and learn how emerging technology and business processes intersect with standards and the digital supply chain.

3 Learning & Education

There are many different types of education available, ranging from industry-specific tracks, cross-industry presentations, keynote speakers, topic tours, and roundtable discussions, enabling me to customize my experience.

4 Networking

In addition to the robust educational content, Nashville is expecting over 1,200 individuals. See the **400+ companies** who attended in 2024. I will gain new insights for my professional development from this diverse group of cross-industry peers and discover new tools and resources I can bring back to the organization

5 One Trip, Many Touchpoints

Before attending GS1 Connect 2025, I can participate in _____ or GS1 US University to _____.

Cost vs. Value

It's true that there is a cost to attend. This year, GS1 Connect is offered at \$2,025. The value of being able to conduct ___ meetings on-site with _____, _____, and _____ will help offset the costs. Plus, I will bring back learnings and best practices that directly translate into improvements in productivity and outcomes.

Also, I will receive an extra 15% off my ticket when I register by December 31, 2024!

Visit our website for more details on special pricing offers, including Early Bird Perks* and discounts for groups and GS1 US Initiative Members.

Attendance Expenses	
Registration (Register by December 31, 2024, and save 15%)	
GS1 US University	
Airfare	
Gaylord Opryland Resort & Convention Center (X nights @\$249+ tax/fees)	
Meals (most included in the conference fees)	
Mileage/Taxi	
Total	

Debrief Plan

I'd like to work with you to develop a plan to share learnings with relevant parties within our organization after the conclusion of the conference. By relaying the key takeaways and resources from the sessions and speaker presentations, I can provide value to the team as well as other departments within the enterprise that could benefit from the information.

Sincerely,

Download a sample version of our Justification Letter [here!](#)