

FORMAL:

Dear **(Manager/Supervisor/Finance)**,

I would like the opportunity to attend the industry conference Conquer Local 2019 from June 9 - June 13, 2019 in San Diego, California on behalf of **(COMPANY)**. I believe this marketing and sales conference would offer me a valuable learning opportunity, and would provide me with the strategies and tools I need to help our team succeed.

The conference is a cornerstone event for companies who help small and medium businesses with their digital marketing. I feel this is a very relevant opportunity. The programming would help me overcome some of my current challenges, and would help me better predict some of our business risks moving forward.

The conference includes two-days of main programming, as well as two workshops focused on digital marketing and sales. I would also have the opportunity to network with some of the industry's brightest minds. Please check out the conference website at www.conquerlocal.com/conference to get a closer look.

The cost to attend the conference includes the registration & workshop fees, travel expenses, hotel, a meal per diem, and parking.

Here is my estimated breakdown of conference costs:

Conference Fee:

Workshop Fee:

Social Add-On:

Airfare/Mileage:

Transportation:

Hotel:

Meals:

Total:

I am confident you will see this as a worthwhile investment. It is an opportunity to network with industry colleagues, meet speakers, attend valuable sessions, and gain specific industry knowledge. I look forward to using the new learnings to help our organization strategize and grow.

Sincerely,

Present this letter to your manager along with the detailed agenda

CASUAL:

Hi (**Manager/Supervisor/Finance**),

I've been working on locking down the best conference opportunities this year and I am convinced that Conquer Local 2019 is a really great fit. It's taking place June 9 - 13 in San Diego. I think it would be a great opportunity for me to learn some new strategies and gather some insights that would help me and my team out.

The conference is geared toward companies who provide digital marketing services and products to small and medium businesses. It includes two-days of main programming, as well as two workshops focused on digital marketing and sales. I would also have the opportunity to network with some great people.

Here's a link to their site: www.conquerlocal.com/conference.

The cost to attend the conference includes the registration & workshop fees, travel expenses, hotel, a meal per diem, and parking. All-in-all, it would be a **\$XXX investment**.

Let me know what you think. If we book the conference tickets and flights soon, we'll save a lot of money.

Thanks for considering it,

Signature

ULTRA LAID BACK:

Hey (boss/buddy/numbers keeping hero),

You know how I'm always talking about how we can really turn the switch on in this place? I mean, really light things up? I've had a lot of coffee today, but hear me out.

There's this conference. It's called Conquer Local 2019. I mean, it's going to be a big deal. I won't fall asleep at this one! It's going to give us some great insights for running the biz into 2020.

Hey, you should come too! I hear the party is a real barn burner. Best three days of the year. Whaddya say?

- [First Name] "Conqueror" [Last Name]