Dear **<Boss’s Name>,**

I would like to ask for your approval to attend Analytics That Excite 2014, the first ever web analytics conference in Cincinnati, on Wednesday October 15th.

The conference will give me a chance to connect with some of the leading optimization and A/B testing experts, analytics gurus, marketing connoisseurs, as well as client-side power users sharing case studies of how leveraging analytics is empowering their organization to be more data-driven. Plus, I’ll gain unique perspectives from business experts and thought leaders from the leading companies around the world.

This conference is dedicated to web analytics, with keynotes, breakout sessions, and a final analytics panel from which I can take notes and focus my attention. With speakers citing specific examples of analytics driven marketing success, I know I will be able to apply my insights to make sure we are making the most out of our marketing strategy.

Along with speakers from Google, Red Roof Inn, The New York Times, Prudential Financial and many more, Google Analytics Evangelist Avinash Kaushik will be delivering the keynote. There will also be attendees from some of the biggest companies and brands in the world, allowing me to network and converse with some of the industry experts.

I’ve looked into ticket prices to attend Analytics That Excite 2014 on October 15th. The tickets are originally priced at $299, but I have received a 10% discount, making the final price $269. Breakfast and lunch are also included.

When I get back from Analytics That Excite 2014, I will be sure to share the key takeaways we can utilize in order to implement analytics based architecture and maximize our marketing efforts.

Thank you so much for your consideration!

Best,