<Insert date>

Dear <Insert your manager’s name>,

I am writing you to request approval to attend Insights’ 2016 Connecting Event on <insert date> in <insert location>. Connecting Events bring together Client Practitioners all around the country for an invaluable networking event and an opportunity to deepen our practical knowledge alongside other practitioners facing the same business challenges.  The idea behind this year’s conference is that no matter how long I’ve been an Insights Practitioner, I’m likely to evolve and change based on experiences delivering our learning solutions and our own personal preferences.

The conference will be delivered by Insights consultants and industry thought leaders who work directly with leading companies around the globe to solve their most pressing business issues. I will learn new tips for deepening my facilitation practice, peek into the future of how Insights is reshaping their approach to learning and crafting exciting ways to deliver solutions.

**Among the numerous reasons our organization would benefit from sending me to this conference, my top 3 reasons** **I’d like to highlight include:**

* **Developing Leadership at all Levels**

By attending the conference, I will be one of the first practitioners to learn how Insights Discovery can play a critical role in helping leaders gain the self-awareness required for next-level performance.

* **Networking and learning from the success of other companies** –

At the conference, I’ll make new connections with other Client Practitioners from leading companies in various industries around the US and learn from their program successes. When networking, I will be looking for specific guidance from my learning professional peers on how to navigate <insert a current issue your organization is dealing with>.

* **Measuring Impact**

I will gain the knowledge and skills required to measure what I do in the organization that will be a valuable asset to my stakeholders.

My projected costs for attending this Connecting Event are <insert cost>. I’ve attached a worksheet to this letter with the breakdown of costs including registration, transportation, lodging, events and meals. The registration fee is subject to increase if I do not register by August 1, 2016.

Insights Discovery is an integral part of our people development strategy and attending the Connecting Event will deepen my understanding and ability to keep our development programs thriving in our organization and my ability to keep the learning alive with our employees.

I appreciate the opportunity to discuss my attendance at the conference and I thank you for your consideration.

Sincerely,

<Your Name>