

InboundCon 2015 Convince Your Boss Template

To:

From:

Subject: InboundCon 2015 Conference Proposal

I'm writing to ask for approval to attend Powered by Search's annual inbound marketing conference, InboundCon, on October 8 in Toronto, Ontario. Industry leaders and marketing experts from all around North America will be available for one day only to share marketing strategies, worksheets, and growth hacks to transform our marketing plan. In addition to the 9 keynotes, the conference will also host a full stack marketing panel and exclusive fireside chat with the legendary Sean Ellis, CEO of GrowthHackers.com and Qualaroo.

The conference is "fluff-free" and will only provide me with actionable information I can take home and immediately apply to my marketing efforts the next day. The conference doesn't just focus on one aspect of marketing. I will get the chance to learn from 10+ digital marketing topics including (search, social advertising, content marketing, full-stack marketing, growth hacking, landing pages, inbound marketing, conversion optimization, ppc advertising, digital marketing and more).

I think attending InboundCon would especially help me on these projects:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

Here's an approximate breakdown of conference costs:

Airfare: \$ xxx

Transportation (between airport and hotel): \$90

Hotel: (1 night at \$195): \$195

Meals: (free) fully covered with purchase of ticket

Registration Fee: \$ xxx [check InboundCon.com for current price]

Total: \$ x,xxx

I'm currently working on ways to reduce expenses, including hotel discounts and a free ride to the conference from InboundCon Perks. I'd like to register before the price goes up. I'll be sure to submit a post-conference report or write a blog post that will include an executive summary, major takeaways, tips and pictures from the conference.

Thank you for considering this request. I look forward to your reply.

Regards,