Dear [MANAGER’S NAME],

I would like your approval to attend the INBOUND 2017 event in Boston, MA from September 25-28th, 2017**.**  This event is dedicated to the inbound methodology, and will specifically focus on providing the inspiration, education, and connections I need to be successful using this practice in my job.

This is not your typical conference. INBOUND is all about the inbound movement: its purpose is to connect like-minded professionals from all over the world and share best practices so we can learn from each other and be more successful in our businesses. Last year, more than 19,000 people were there.

While attending, I’ll have the opportunity to meet and network with peers who are focused on the same challenges as me. Between the content presented in the 300+ sessions, I plan to continue to strengthen my skills in [X], [Y] and [Z], and walk away having learned:

* Goal 1
* Goal 2
* Goal 3

The INBOUND agenda will be out soon, but based on past years I know that it’ll cover a huge range of topics related to marketing and sales. I’m confident that I’ll be able to build a packed agenda full of sessions relevant to what I’m working on.

I’m confident that my attendance at INBOUND will directly influence the quality of my work on [PROJECT NAME].

When I get back from INBOUND 2017, I will share takeaways with the team, including those that we can implement immediately and some outlines on how we’ll make that happen.

I’ve broken down the approximate cost of my attendance at INBOUND 2017:

·       **Airfare/Travel:** [$IF APPLICABLE]

·       **Hotel:** [$IF APPLICABLE]

(You can find hotel info and prices at <http://www.inbound.com/inbound17/hotels>)

·       **Event Registration:** [$AMOUNT]

·       **TOTAL:** [$AMOUNT]

The earlier I register, the cheaper it will be. **Early bird pricing is only available until July 15th and will save us hundreds of dollars.** Right now there are currently significant discounts on hotels.

You can also learn more about the event at [www.inbound.com](http://www.inbound.com).

Thank you for taking the time to review this request, and I’m looking forward to hearing from you.

Best,

[YOUR NAME]