To:

From:

Re: Natural Insight User Conference Proposal

I’m writing to ask for approval to attend INSIGHT, the Natural Insight annual user conference, April 10-12 in Washington D.C. The entire community of Natural Insight product experts will be on hand to share best practices, hands-on training, innovations, and a lot more. In addition to Industry and Natural Insight breakout sessions, the conference gives me the opportunity to problem solve with Natural Insight employees and 100+ peers from merchandising and marketing agencies, product companies and retailers.

INSIGHT is in its 6th year, and post-event surveys from past attendees have shown substantial increases in returns. INSIGHT has developed strong programs over the years. You can see this year's program, speakers, and key benefits from the conference here: [INSIGHT Highlights](https://cdn2.hubspot.net/hubfs/246039/Insight2017/INSIGHT-WhyAttend.pdf).

Many of Natural Insight customers and retail execution leaders will be present to speak about their success.

I think attending INSIGHT 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: $ 600

Transportation (between airport and hotel): $ 90

Hotel: (2 nights at $299) $ 598

Meals: (Included in the ticket) $ 0

Registration Fee: $ 500

Total: $ 1,778

I’m currently working on ways to reduce expenses, including hotel discounts, and ride sharing. I’d like to register before it gets too expensive. I’ll be sure to submit a post-conference report that will include an executive summary, major takeaways, tips, and a set of recommendations to maximize the return on our current investments in Natural Insight. I can also share relevant information with key personnel throughout the company.

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

Regards,