**

Dear (Your boss’s name here),

I would like your approval to attend [SEE 2019](https://crowdriff.com/see2019), CrowdRiff’s inaugural user conference. This

event takes place November 8-9, 2019 in Toronto.

SEE is a truly unique event. It’s not just the only conference designed specifically for people who use CrowdRiff technology, it’s an opportunity to connect with and learn from the people who are driving the future of visual storytelling in the travel & tourism industry.

The conference program includes best practices, user case studies, hands-on workshops, and plenty of opportunities to connect with like-minded professionals. The CrowdRiff product team will be onsite to answer questions, and I will be able to tell the product managers about our future needs.

Here are a few of the ways my attendance will benefit our company:

* Practical advice from some of the most respected leaders in the industry - from companies like Skift and G Adventures - to operate at my fullest potential.
* Inspiration from visual storytelling experts like Annie Griffiths, National Geographic photographer, to help me take my visual storytelling game to the next level.
* Hands-on workshops where I will learn best practices for promoting our business.
* 4 case study sessions where other CrowdRiff customers will share lessons learned for driving the best results from the platform.
* 1:1 training sessions to get more value of our CrowdRiff investment.
* Build relationships with other CrowdRiff customers and industry thought leaders so I can continue to grow my knowledge and skills long after the conference is over.

I’ll leave SEE with an action plan for applying my learnings and sharing them across the

team so we can all benefit.

I’ve broken down the cost of my attendance:

Airfare: US$xxx

Hotel: US$200 plus tax per night (pending exchange rate)

Conference: US$399 plus tax

Total: US$xxx

I can’t think of any worthwhile training at that price, let alone training with the potential to provide so much ongoing value and ROI. With your permission, I’d like to secure my ticket. Please let me know your decision as soon as you can.

Thanks,

(Your name)