Hi **<Approver’s Name>**,

I would like to attend the **2019 Minitab Insights Conference** being held October 8-11 in Leesburg, VA. The 4th annual conference brings together more than 250 data analysts, statisticians, engineers and quality professionals to discuss the latest in data analysis, share key knowledge and learning, network and truly inspire each other.

This conference will help to expand my current statistical analysis and quality improvement skills. Here are a few further reasons why it would be worthwhile to attend:

1. **[Explain the purpose of your attendance by highlighting a few** [**agenda sessions**](https://info.minitab.com/insights/speakers) **or** [**speakers**](https://info.minitab.com/insights/speakers) **you’d like to hear and what you hope to learn.]**
2. I will be able to connect face-to-face with Minitab experts and leaders, as well as engineers, statisticians, and other quality improvement professionals in **[insert your industry here]**. These connections will help us gain more in-depth knowledge and experiences that we can apply in future and take full advantage of the tools we have invested in.
3. I will receive advice from experts at the hands-on Minitab Lab to investigate ways we can work more efficiently and expect to leave with new strategies and greater confidence to deliver results.
4. I will test-drive future enhancements to Minitab software at the User-centered Design Studio. This would give me the ability to influence features, general capabilities and improve how we work together with them overall.

Below is the approximate breakdown cost of my attendance that I’m seeking approval for:

|  |  |
| --- | --- |
| Conference Fee: | $1,095 |
| Transportation: | $**XXX (I receive up to a 10% discount on any United Airlines flight to Washington Dulles International Airport during October 4-15)** |
| Hotel: | $567 **(3 nights at the conference rate plus local taxes)** |
| Meals: | $**XXX (breakfast and lunch are included, so insert your company’s per diem for dinner here)** |
| **Total:** | $**XXX** |

Upon my return from Minitab Insights, I will share significant takeaways and learnings that will help us maximize productivity and efficiency to improve our processes and products. No doubt the trip will pay for itself after we are able to put these advanced insights and improvements into action.

Thank you for your consideration.

Regards,  
**<Your Name>**