Hello [insert boss’ name],

I would like your support in attending Women in Tech East Coast, on 19 & 20 October at the Boston Convention Center. The conference is a part of the world’s largest women in technology event series and attracts over 1,600 inspirational leaders and industry experts from across the region.

Here’s a quick list of what to expect from the event:

INSPIRATION & MOTIVATION

* Learning from the most successful women in tech will help me to push the limits of my work productivity, learn new skills and venture outside of my comfort zone.
* There is a whole stage dedicated to improving my soft skills and offering career advice to help me fulfill my potential. Sessions include guidance on leadership, effective communication, and how to manage relationships.

TECH TALKS

* By seeing how new tech developments, iterations, and processes, including how blockchain, cloud computing, data analytics are being used by the most successful organizations, I will gain new ideas on how we should incorporate these technologies within our own business.
* There are also in-depth workshops specifically on these topics, which will improve my technical knowledge and skills.

BUSINESS STRATEGIES

* These sessions will deliver expert insight on the most important issues facing businesses: matching emerging technologies to business needs, strategies for attracting and retaining employees, and managing organizational change.
* I’ll be able to share key learnings to further our long-term success.

The breadth of knowledge, skills and inspiration I’ll gain will enable me to contribute even more value to our business and provide real return on investment.

With your permission, I’d like to book my ticket before the price goes up – I can save up to 25% on my ticket if I book before mid-August.

ASSOCIATED COSTS

|  |  |
| --- | --- |
| Ticket | $ |
| Transportation | $ |
| Hotel | $ |
| Meals | $ |
| Total event cost | $ |

If you’d like more information about the conference, you can visit the website with the following link: <https://www.women-in-tech-east-coast.com/>

Thank you,  
[signed]