Hi [NAME],

I would like your approval to attend the Business Agility Conference. It will be held in [CITY], from [DATES], 2018.

This conference is the only dedicated Business Agility event in the region and, given the [transformation, market disruption, strategic goal, client demand, other reason], it makes a lot of sense for us to attend.

I feel that all the sessions will provide value, however the following sessions are particularly helpful as they directly relate to our [challenges / strategic goals].

* [Goal/Challenge – Sessions #1, Session #3, Session #9]
* [Goal/Challenge – Sessions #3, Session #4]
* […]

I have also identified several experts that I hope to speak with;

* **[Expert #1** – This is the presenter of the XYZ Session. I hope to talk to her about the situation we have with XYZ and get her opinion. ]
* **[Expert #2** – This is the presenter of the 123 Session. I would like to ask him more about ABC.]
* […]

After the conference, I will put together a report on what I have learnt to share with you and our teams.

I’ve broken down the approximate costs below.

* Conference Registration: $1,000
* Hotel Costs: $300 x 2 nights = $600
* Flight: $350
* Airport Transportation: $50
* Meals: $25 x 3 days = $75 (the conference includes breakfasts, lunches, + some receptions)
* **TOTAL: $2,075**

Thank you for taking the time to review this request. This is an advanced event, with a large executive presence, so I am confident it is good value for money. If you have any questions, please let me know.

Sincerely,

[NAME]