Dear **<Insert Manager’s Name>,**

I would like your approval to attend ContentTECH Summit, Content Marketing Institute’s 11th annual spring conference. It is taking place April 8-10, 2019 in San Diego, CA.

The conference will give me a chance to connect with over 500 marketing professionals like me who are interested in content, strategy and technology - something that no other event is offering. This year’s event wants to show how “the effective use of technology and better processes can help our strategic efforts to create, manage, deliver and scale” our enterprise content and provide our customers with better digital experiences. It affects our marketing team, but I want to also help our company broaden our minds and strategic business goals to enable our content to be the lifeblood of our customer’s entire experience, and I’d love to see how technology can help us be most effective. See? I’m really excited about this opportunity and know that this is the right time for me to attend.

The two main event days of the conference are dedicated to inspiring and actionable keynotes, breakout sessions with hands-on learning and relevant content strategy examples, *and* multiple tracks of programming from which to focus my attention. I’d appreciate your thoughts as I plan the sessions I’d like to attend so we’re on the same page!

With speakers citing specific content strategy and technology case studies and success stories focused on the lens of a marketer, I know I will be able to apply my learnings, and make sure we’re doing things efficiently and strategically.

Along with speakers from leading social networks and Fortune 500 brands, over 40 speakers will be there, from industry thought leaders to practitioners who understand our challenges. Also, the thought of 500 like-minded attendees, speakers and industry peers in one building so I can network and learn is one of the main reasons I’d like to go.

I learned that the expo hall is filled with a number of technology and service providers who will be showcasing their solutions during the event, meaning I can come back with even more ideas of how we can be more efficient *and* effective. There are scheduled demos, so I’ll see the technology offerings firsthand.

I’ve broken down the approximate cost of my attendance at ContentTECH Summit from Monday April 8 – Wednesday April 10, below:

Airfare: $xxx  
Hotel: $xxx  
Conference: $1,799 (edit if you use discount code or register early!)   
**Total:** $xxx

Upon my return from ContentTECH Summit 2019, I will share key takeaways, including those that we can implement immediately to maximize our marketing program and impact our bottom line. Before I leave, why don’t you and I sit down to make sure that my strategy and plan for my few days in San Diego are on track with your business goals.

Thank you for your consideration of this request. ContentTECH Summit has a room block at the Marriott Marquis San Diego Marina at discounted rates, so it would be great to book early. I greatly appreciate your immediate attention to my request.

Regards,