Dear [Insert Recipient’s Name],

I’m writing you with the hopes of gaining approval to go to Pink Elephant’s 21st Annual International IT Service Management Conference & Exhibition, “Pink17”. It has been recognized as *the* industry’s #1 event – a very rich education experience.

I would like to attend this conference because of the challenges we are facing to become more efficient and effective for our internal business partners. This conference will cover all the industry’s latest hot topics such as Agile, Lean IT, DevOps, Organizational Change, and more, and will feature experts who have actionable insights and tactics to overcome challenges.

I have looked at several customized agendas that are provided as guidance to attendees to navigate the 120 sessions and 12 tracks. I have attached a customized agenda for [Insert Customized Agenda Title].

By attending the sessions listed in this customized agenda, I will learn from several industry experts including [List industry experts], and will hear many case studies including [List organizations and speaker job titles].

When I return, I will hold a presentation where I will list key actions that I will put into place with my colleagues based on the knowledge gained at the conference. The investment, in my view, is worth attending.

Regards,

[Insert Name]