Dear [Insert Recipient’s Name],

I am writing to request approval to attend the 22nd Annual International IT Service Management Conference & Exhibition –Pink18 from February 18-21, 2018. This event is hosted by Pink Elephant, a premier global training, consulting and conference service provider with over 40 years of experience in IT Service Management (ITSM), and is expected to host over 1,500 service and business management professionals. The theme of the event is “Adopt, Adapt & Apply” and will focus heavily on Integrated Service Management, an integrated approach that that brings together best practices and methodologies such as ITIL®, Lean, DevOps and Agile to improve service delivery.

With over 120 sessions, multiple inspiring keynotes with valuable messages, half-day workshops that provide practical knowledge, industry solutions by world-renowned vendors and several networking events, Pink18 offers a power-packed educational program that will help our organization get on the right track to success. I will be able to gain insightful lessons learned from real-world professionals as well as connect with other attendees on common challenges and goals. Additionally, it would be my goal to connect with the following exhibitors at the event to discover new technology solutions and services: [List exhibitors with whom your industry/department would benefit from connecting with].

The program is full of valuable and relatable content that will help our organization to achieve our goals, and below you’ll find a summarized list of a few sessions that I would participate in as they are pertinent to my role:

Session Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Please also see the customized agenda I have included to show the schedule of sessions, keynotes and networking events that I will be attending while at Pink18.

**Financial Investment**

* Conference Fee: The conference fee is $[Insert cost of preferred package here], and discounts are available for team passes
* Meals: Breakfast and lunch are provided Monday, Tuesday and Wednesday
* Accommodations: The discounted rate is $325/night at the JW Marriott Orlando, Grande Lakes
* Transportation/Airfare: Approximately $\_\_\_\_\_\_\_

Upon returning from the event, I will present what I learned and how it will benefit our organization.

Sincerely,  
[Name]  
[Title]