**Use this as a template to Convince Your Boss! Make sure to update any highlighted areas.**

Dear <<Decision Maker Name>>,

I would like to request approval to attend **the Brainier 2022 e3 Learning User Conference, September 14-15, 2022.**

The conference offers many tactical and strategic breakout sessions led by experienced industry practitioners. It also affords us the opportunity to learn from fellow Brainier customers on best practices and discover innovative uses for the LMS.

I believe my participation is critical to bringing new ideas and approaches to our organization as well as further developing my skills and building my knowledge around effective organizational learning.

**Specific sessions I plan to attend include:**

o   <<Session 1>>

o   <<Session 2>>

o   <<Session 3>>

·   **Subject Matter Expertise**: I’ll also have the chance to learn about the latest features and learning and development strategies from company leaders and relevant speakers including Kim Becking on the topic of “Momentum”, Prositions, inc., Q&A sessions with the Brainier product development, marketing, sales, and customer experience teams, and more.

·   **Professional Connections**: Learning and development professionals from diverse industries, varying company sizes, and differing company cultures attend the e3 Learning event, so I’ll have the opportunity to make new connections as well as hear a broad range of perspectives on common L&D challenges.

·   **Access to Resource Partners & Innovative HR Solutions Providers**: I’ll also have a tremendous opportunity to learn about and explore new HR solutions that might be beneficial for our team.

**The approximate investment for my attendance is as follows:**

Registration: $499 (Or, potentially included in the contract)

Travel/Hotel/Meals: <$XXX> (All meals during the event are provided)

Total: <$XXX>

When I return from the event, I’m happy to provide a report of my key takeaways, useful vendor information, new contacts made and recommended actions for implementing new ideas that will benefit our team. I will also make any Conference materials available to my colleagues.

Thank you for your consideration.

Sincerely,

<<Your Name>>