Hi Boss!

A potentially phenomenal opportunity has been presented to me! There’s a new conference in town focusing on professional and personal development.

The IDEAL Conference is the ultimate experience for small business owners and non-profit professionals in the San Fernando Valley – committed to developing and sustaining innovative and impactful ideas and results. By attending, I’ll have the opportunity to be part of a larger conversation being held by local industry leaders who understand revolutionizing business and igniting change. The connections and resources I plan to hone at this conference will help me:

* Keep up with the latest **marketing** trends
* Understand the evolving world of **technology** and how our agency can benefit
* Learn how I can be the most effective **leader**

For the bundle price of $545, I will be able to attend both the Exclusive VIP Roundtable event, and Small Business & Non-Profit Summit. This will be a great networking experience being surrounded by 300 business minded professionals who are avidly working to transform the way we see and work within our agencies. I plan to indiscriminately choose, out of the 24 breakout session available, workshops that will teach me actionable new tactics and help me continue to improve my skills in my current role as (insert role or title).

In particular, I will focus on ideas and solutions that would specifically benefit our business in the following ways:

* Insert a project or an initiative
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I am also extremely excited to hear from the keynote speaker, Shiza Shahid, Co-Founder of the Malala Fund. The Malala Fund supports the work of education champions in developing countries and speeds up progress towards girls’ secondary education around the world. Ms. Shahid has made it her mission to build an organization from the ground up capable of steering a global movement. In just a few short years she has created a strong, recognizable brand. I think she is a true inspiration and I believe hearing her story will be worth the invested time and money.

This event promises to be an unmatched experience for me and one that would benefit (organization name). I would like your approval to attend The IDEAL Conference in North Hollywood, CA on September 18-19, 2019. Thanks for taking the time to review this request.
(Employee Name)