

Hi **[Manager Name]**,

I'm writing to ask for your approval to attend Emarsys Revolution 2018 in London from October 15-17, 2018. The conference focuses on the future of marketing and how marketers can use AI, personalization, and omnichannel strategies to tackle the shift in consumer habits and expectations.

This three-day conference has over 10 keynotes from industry influencers like Jo Malone and **[another speaker]**, 45 hands-on training sessions, and four distinct learning tracks that will help me continue to improve my skills in **[skill 1]**, **[skill 2]**, and **[skill 3]**.

At Revolution 2018, there will be other attendees from major global brands who are focused on the same challenges as me. I'm excited about the opportunity to learn more about their strategies and tactics so that I can come back and apply that knowledge to projects like **[project]**.

Going to Revolution will allow me to step back and focus on how I can develop my skills and become better in my role, as well as new strategies we can start applying now to exceed our business goals. Specifically, here's what I'm planning to accomplish at Revolution:

- **[learning 1]**
- **[learning 2]**
- **[learning 3]**

Because our team often focuses on **[strategy/business goal]**, I believe this conference could provide me with actionable insights that can be implemented in our marketing strategy. When I get back from Revolution, I will share takeaways with the team, including the ones that we can implement immediately and an action plan for how we'll make that happen.

I've broken down approximately how much it will cost for me to attend:

- Airfare/Travel: **[\$/€]**
- Hotel: **[\$/€]**
- Event Registration: **[\$/€]**
- TOTAL: **[\$/€]**

The earlier I register, the cheaper it will be, but early bird pricing is only available until July 30th. Revolution also offers a hotel and ticket package that saves us hundreds of dollars on lodging.

You can also learn more about the event at www.revolution.emarsys.com.

Thanks for taking the time to review this request, and I look forward to talking to you more about it!

Best,

[Name]

