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Dear Name:

I would like to attend the Gartner Digital Workplace, September 2019, in London, UK. I have reviewed the agenda as well as the list of exhibiting companies and feel the return on the investment would be a major benefit as the event aligns directly to the priorities of our department [insert your priorities here].

It’s great value for the level of intensive education. In 2 days, I’ll have access to:

* Educational sessions from Gartner Analysts
* Guest keynote and Gartner keynote presentations
* 30minutes of private one-on-one consultation with a Gartner Analysts where I intend to get private counsel on these topics [list topics here]
* Streamlined vendor access and evaluations
* Networking with peers from other organizations

I am seeking approval for the registration fee and travel expenditures. The full conference price is €2,775 but:

Option A: can be fully waived by applying our pre-paid Gartner Ticket.

Here is a complete breakdown of the conference costs:

Airfare: XXX
Transportation: XXX
Hotel: XXX
Meals: XXX (breakfast and lunch included in conference fee)
Conference Fee: XXX (insert based on option selected above)
TOTAL: XXX

There are a number of strategic and tactical “how-to” Gartner Analyst presentations on cost saving technologies and processes and how to cost-effectively expand our existing capabilities so we can deliver more with limited resources. A few of the presentations that I plan to attend include [List Top 3 Sessions Here]

I’ve enclosed an agenda that I built using the customized agenda tool focused on our key priorities.

I’ve reviewed the exhibitor list and there are a number of vendors participating that I plan to evaluate for future use. In addition to the exhibit showcase and product demonstrations, I plan on scheduling private vendor briefings onsite with Vendor A, Vendor B, Vendor C.

I’ll also be able to build new business relationships and share best practices with other attendees working on the same priorities. This event has end-user case study presentations by [Insert Company Names], and roundtable discussions with other users moderated by Gartner Analysts on topics relevant to our priorities including Topic A, Topic B, Topic C.

Other staff members in our organization will also be able to benefit as I will meet with the team when I return to relay recommendations and action items.

Please accept this proposal to attend as I’m confident in the significant return we will receive for the small investment.

Thank you for your consideration.

Your standard close