Subject: Digital Commerce Summit 2017

[ENTER MANAGER NAME],

I’d like your approval to attend the PowerReviews Digital Commerce Summit, May, 3-4, 2017 in Chicago, IL. The Summit is one and a half days of learning about ecommerce, retail and digital marketing insights, best practices and practical takeaways.

At a total cost of about $**XXX**, it's the most cost-effective way to ensure that we’re getting the most from our PowerReviews investment and should result in immediate ROI. This conference will provide the inspiration, education, and connections I need to be successful generating and leveraging user generated content in my job.

In particular, I’d like to focus on finding solutions or best practices that deliver these benefits:

• [add project or initiative - example “collecting more photos and videos for our product pages’]

• [add project or initiative - “leveraging product sampling to collect reviews and visual content before launches and holiday”]

• [add project or initiative “using data from UGC to improve product descriptions and products”]

In addition to keynotes and breakout sessions with PowerReviews customers, partners, industry experts and influencer speakers, I will also have the opportunity to interact with the PowerReviews Client Success Team and senior leadership. The opportunity to meet face-to-face with my PowerReviews Client Success Director and build our relationship is invaluable, and something that I can leverage to more quickly implement new technology and best practices during  this next year.

**The earlier I register the cheaper it will be. Early bird pricing is only available until March 25th and there are currently discounts on hotels.**

**Here’s an approximate breakdown of conference costs:**

|  |  |
| --- | --- |
| Airfare: | $ XX |
| Transportation: (round trip taxi from airport to hotel) | $ 80 |
| Hotel: (2 nights at $249) | $ 498 |
| Meals: (Provided with Ticket purchase) | $ 0 |
| Registration Fee\*\*: | $ 499 |
| Total: | **$ XXX** |

I can schedule a post conference meeting with you to provide you with a summary of all the major takeaways and tips I learned to maximize our current investments in PowerReviews.  I can also share relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply.

Regards,