Dear <Insert Manager’s Name>,

I would like your approval to attend Content Marketing World 2024, Content Marketing Institute’s annual conference and expo, and the industry’s largest gathering of content marketing professionals. It’s taking place October 21-23 in San Diego.

The biggest difference between Content Marketing World and other marketing events is that the sessions are led by brand practitioners who are doing the same things I’m doing – and excelling at it. How great would it be for me to learn from the best and be able to apply it to our company? And each year they find new brands to bring in, so the content is new, timely, and relevant.

Here are a few other reasons I really want to attend:

1. **Meaningful Connections** – With thousands of content marketing professionals attending, I’ll have the chance to network and hear what’s working (and what’s not) for others.
2. **Inspiring Education** – From content creation to demand generation and SEO to social media, the agenda is jam-packed with expert advice and fresh ideas in 150+ sessions.
3. **Innovative Technology** – There will be dozens of martech solution providers that I can meet with to discuss our needs and pain points.

The cost breakout would be:

Pass: $xxx  
Transportation: $xxx  
Hotel: $xxx  
TOTAL $xxx

The earlier I register, the lower the cost will be. When I return from Content Marketing World, I’ll share key takeaways, including those that we can implement immediately to maximize our marketing program and impact our bottom line. I know we’ll quickly recoup the investment you’ll be making by approving this request.

I appreciate your immediate attention to my request.

Thank you,