Hi [Manager Name],

I would like to attend the Association for Talent Development’s Core 4 conference. It takes place September 19-20, 2018, in Indianapolis, Indiana and it promises to teach me the foundational elements of the talent development profession so that I can do my job more effectively. This in turn will not only boost productivity among our employees, but also help increase [insert organization name]’s bottom line. I’ll also find out what others in this profession are doing now and discover how they are tackling challenges similar to those our organization faces.

ATD created this event in response to demand for education focused on the basics of talent development for people just like me. I can apply what I learn to [insert current project you are working on].

Additionally, networking is an enormous part of this event. Because it’s smaller in scale compared with some other conferences out there, I’ll really have a chance to meet other practitioners and create solid relationships that can benefit us in the future. Coming together with like-minded talent development professionals and hearing others’ solutions will provide invaluable learning opportunities.

**Top 3 Benefits of Attending:**

1. **Develop a Foundation for Success.** Core 4 has more than 25 educations sessions focused on four essential content tracks. I will learn the most critical subject matter required for me to be successful in my job. In short, I will acquire a road map to help me achieve longer-term solutions for our organization.

2. **Meet and Learn From Subject Matter Experts.** Core 4 speakers are well known in the industry and were hand-picked for their expertise. They understand the challenges I face because they have real-world experience. This is a great opportunity to find out how they became successful, and we can apply those practices to [insert your organization name].

3. **Networking.** I’ll make new connections with peers who are facing similar challenges to ours and learn from their experiences. By forming these connections, I’ll be able to develop a cohort with whom I can share ideas and feedback. This will be especially helpful for [insert current issue you are dealing with].

I’ve attached an outline of the sessions I plan to attend. [attach session and exhibitor worksheet] My projected costs for attending the Core 4 conference are [insert cost from worksheet]. This includes registration, transportation, lodging, events, and meals. This estimate assumes that I register in time to receive the early-bird discount.

Core 4 is integral to my professional development. Rather than having to decipher what topics I should focus on to be successful, ATD is making it easy for me to get the critical education I need. I will bring back practical knowledge that can be applied right away to create better learning experiences for our employees. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and [insert organization name] forward.

I hope you will consider my request and grant me approval to attend.

Thank you for your consideration.

Sincerely,

[Your Name]