Hi [Manager Name],

I would like to attend the ATD TechKnowledge conference on February 6-8, 2019, in West Palm Beach, Florida. I will learn how to integrate technology into our talent development strategies. This will not only further my professional development but also advance our department and organization as a whole. I will have the opportunity to explore new tools and technologies as well as best practices and new business strategies to make [insert organization name] more productive and competitive.

**TechKnowledge Benefits**

* **Find Real Solutions to Our Top Challenges.** With more than 150 sessions focused around eight content tracks, the conference will teach me how to integrate technology into the design, delivery, and management of our talent development efforts. I’ll also determine the best strategies and solutions for our organization.
* **Meet and Learn From the Trendsetters.** The TechKnowledge speakers, attendees, and exhibitors are at the forefront of the industry. This is a great opportunity to find out how they stay ahead of the curve. We can apply those practices to [insert your organization name].
* **Networking.** I’ll make new connections with peers and find out how they are managing common challenges. Additionally, I will meet potential partners, vendors, and new employees who could help us with [insert current issue you are dealing with].
* **Stay Relevant.** If we want to be and stay relevant in our profession, we must embrace, understand, and integrate technology into our work. There is no better place to learn how to do this successfully than at TechKnowledge.
* **Inspire Our Team.** I’ll take what I learn from TechKnowledge and share it with our team. I’ll leave the conference with the tools and know-how to integrate new technologies into our talent development practices, which in turn will positively affect [organizations name’s] bottom line.

I’ve attached an outline of the sessions I plan to attend and the exhibitors I plan to visit. [attach session and exhibitor worksheet]

My projected costs for attending TechKnowledge are [insert cost from worksheet]. This includes registration, transportation, lodging, events, and meals. This estimate assumes that I register by the early bird deadline to receive a discount.

TechKnowledge is one of the most cost-effective conferences of its size that is devoted to learning technologies. Rather than having to attend multiple events throughout the year, this one will cover everything. I will bring back new ideas, best practices, and new solutions that we can implement right away. I will also develop an overview of my learning and actionable takeaways for the team so that we can all 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]