Hi [Manager Name],

I would like to attend the Association for Talent Development’s SELL (Sales Enablement, Learning, and Leadership) Conference. It takes place October 15-16 in Las Vegas, and it promises to teach me learning and leadership approaches that will help us close out this year strong and set a solid foundation for next year. I’ll also find out what others in sales enablement 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 creating a high functioning sales enablement practice for internal practitioners 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 others who do what we do and create solid relationships that can benefit us in the future. Coming together with like-minded sales enablement professionals and hearing others’ solutions will provide invaluable learning opportunities.

**Top 3 Benefits of Attending:**

1. **Content and Insights Ready for Implementation:** The SELL Conference has eight education sessions on day one, with a specific focus on how to advance sales enablement within companies like ours. On day two, there will be a half-day, boot camp–style workshop that will help me create an action plan for implementation to use immediately upon my return. Additionally, I will be provided with a digital toolkit at the end of the event full of insights and knowledge from the conference. I will be able to use this resource as an ongoing reference and share with others on our team.
2. **Meet and Learn From Subject Matter Experts:** SELL features speakers who are also internal practitioners, as well as those who 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 how 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 worksheet] My projected costs for attending the SELL Conference are [insert cost from worksheet]. This includes registration, transportation, lodging, events, and meals.

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

Thank you for your consideration.

Sincerely,

[Your Name]