

Dear <Insert Manager's Name>,

I would like your approval to attend the Southwest Showcase conference, January 23, 2019 at the Palmer Events Center located in Austin, Texas. The professional development opportunities are many, and attending will support our future business objectives.

Southwest Showcase is specifically designed for Intermediate and Senior Level Meeting Professionals. This program offers me a full day of content, with advanced educational sessions that bring new ideas from both inside and outside our industry. Additionally, I'll be able to participate in exceptional networking opportunities that will allow me to meet with and source new vendors and suppliers that can benefit our organization.

The educational sessions offered at Southwest Showcase will provide additional exposure to experts and speakers from all areas of business in the meetings & events industry, each having insights about the future trends of meetings and events.

There are multiple opportunities for me to earn clock hours for <certification or recertification> of my <CAE CEM CMP> and experience an array of innovative learning formats.

Upon my return from Southwest Showcase I will share many of the new ideas and key takeaways with the team to help grow our success.

I'm sure that you will agree that my attendance at Southwest Showcase 2019 is a good use of my time out of the office and a tremendous value that will benefit me and our organization!

Thank you for your consideration.

Best regards,