Subject line: Business case for attending Cloud Coach Training & User Conference

Dear [manager’s name]:

I would like your approval to attend the Cloud User Training & User Conference, September 16th and 17th 2019, in Boston.

I hope you will agree that the Cloud Coach Training & User Conference is a smart investment that will deliver fast returns to our organization by way of the following:

* The ‘Deep Dive Training’ will allow me to get a greater understanding of all the available functionality available to us within Cloud Coach that we do not benefit from as an organization today along with the technical skills to help us leverage them at {INSERT COMPANY NAME}
* The ‘Use Case’ sessions, will demonstrate how other companies are using Cloud Coach to get maximum business ROI, imparting information that we will be able to leverage at {INSERT COMPANY NAME}
* Finally, I will have networking opportunities with the team that builds and supports Cloud Coach. I can also learn from other Cloud Coach customers on the best practices for using Cloud Coach within their organizations.

The Cloud Coach Training & User Conference makes professional development highly efficient. In just two days, I will receive the equivalent of dozens of hours of consulting services and hands-on training courses - courses that are not available anywhere except the Cloud Coach User Conference.

To make the conference an even greater value, I can secure a significant discount on registration - $200 off the cost of the standard fee - if I sign up by April 30, 2019.

Based on early registration, my estimated travel costs include:

Airfare: $XX.XX

Ground Transportation: $100.00

Hotel: $600.00

Early Bird Conference Registration: $399.00

**Total: $XX.XX**

My participation strategy:

With the goal of optimizing our investment in Cloud Coach, I plan to spend my time learning about existing Cloud Coach functionalities and best practices to leverage the following initiatives in our organization:

* {Initiative 1}
* {Initiative 2}
* {Initiative 3}

I hope you will agree that my participation in this event will make a valuable contribution to our company’s success. By acting quickly, we can lock in the lowest possible rate. All I need is your approval to move forward.

You can review the conference details at <http://www.cloudcoach.com/delivery-2019>

Thank you for your consideration.

{Your Name}