



[Date]

Dear [supervisor's name]:

I'd like to request your approval of my attendance at the New England Financial Marketing Association spring conference, May 9 to 10, 2019, in Providence, RI—and here's why: What I learn at this event will bring back dividends to our department, far exceeding the cost of the conference. If I go, I will be:

- Learning best practices from first-hand accounts and experiences by financial marketing professionals who have implemented new technologies and techniques
- Hearing insightful commentary on critical marketing programs from event marketing to internal marketing to inbound and outbound campaigns
- Meeting colleagues from other institutions where we can share knowledge on similar challenges we face, such as pushing projects through faster
- Learning proven management methods that we can put to use right away and invaluable leadership skills that will help me help our organization
- Earning continuing education units (CEUs).

I would be happy to share a list of all of the educational sessions with you, so you can see what I will bring back to our department.

Because the conference occurs over a day and a half, I would need to be away from the department only on Thursday, May 9 and Friday, May 10.

Costs:

The full conference registration price is \$424 (\$599 for non-members) if I register by March 19, 2019.

Here is the breakdown of conference costs: [You will need to insert your travel expenses here]

- Ground Transportation: \$xxx [insert estimated cost for gas + \$10 for parking]
- Hotel: \$169
- Meals: INCLUDED
- Registration Fee: <\$xxx> [insert \$424 for members and \$599 for non-members]

The total costs associated with attending this conference are: <\$xxxx>

Again, I believe that the knowledge and professional contacts that I would gain at NEFMA Spring 2019 would be invaluable to our department, and that they ultimately will help us implement the latest marketing techniques to provide better and more cost-effective marketing.

Sincerely,

[your name]