Hi [Insert Manager’s Name],

I wanted to share an event with you that I think could be a great learning opportunity for me (and potentially the whole team).

The [Marketing Analytics & Data Science (MADS) conference](https://madsconference.com/) is taking place October 21-23, in San Diego. The event brings together marketing insights, analytics, and data science professionals at all levels, and it has a lineup of sessions that I know will inspire me to think more strategically and help us improve our marketing effectiveness.

Here are a few other reasons I really want to attend:

1. **Expert Speakers** – The speakers come from leading brands and cover all the topics relevant to our work, from measurement & modeling to personalization and AI.
2. **New Connections** – With hundreds of marketing and data analysts attending, I’ll have the chance to network and hear what’s working (and what’s not) for others.
3. **Innovative Technology** – There will be dozens of solution providers that I can meet with to discuss our needs and pain points.

The cost breakout would be:

Pass: $xxx  
Transportation: $xxx  
Hotel: $xxx  
TOTAL $xxx

The earlier I register, the lower the cost will be. When I return from MADS, I’ll share key takeaways, including those that we can implement immediately to maximize our marketing and impact our ROI. I know we’ll quickly recoup the investment you’ll be making by approving this request.

Thank you for considering this request. I look forward to your reply.

[Insert your name]