

Hi { SUPERVISOR NAME },

I would like your approval to attend [Big Sky: Big Ideas \(BSBI\)](#) in Bozeman, MT from July 16-18, 2019. This event is focused on doing marketing, sales, and customer success in a more personalized way and will provide education, inspiration, and connections that will help me achieve more in my role.

BSBI will feature over 1.5 days of one-of-a-kind content sessions that will teach me actionable new tactics and help me continue to improve my skills in organic and inbound marketing methods, sales enablement, demand generation, and communication overall (yes, customer-focused and internal).

At this year's BSBI, there will be only 100 other attendees who are focused on the same challenges as me. I'm excited about the opportunity to learn from PFL at their exclusive conference. The restricted attendance ensures everyone gets first-hand experiences and makes valuable connections. Instead of the usual small talk and business card trade-offs, I will come back with more knowledge and connections than any other event and can apply that knowledge to projects like { PROJECT NAME }.

My attendance will allow me to step back and focus on the big picture of how I can develop my skills and become better in my role, as well as the new strategies we can start applying now to elevate our entire business. Specifically, here's what I'm planning to accomplish:

- { ACCOMPLISHMENT 1 }
- { ACCOMPLISHMENT 2 }
- { ACCOMPLISHMENT 3 }

When I get back, I will share takeaways with the team, including ones we can implement immediately and an action plan for how we'll make that happen.

I've broken down approximately how much it will cost for me to attend:

- Airfare/Travel: { \$COST }
- Hotel: { \$COST }
- Event Registration: { \$COST }
- TOTAL: { \$COST }

The earlier I register, the cheaper it will be. BSBI also offers significant discounts on hotels, but I need to buy my ticket before I can access them.

You can also learn more about the event at [pfl.com/Big-Sky-Big-Ideas](http://pfl.com/Big-Sky-Big-Ideas).

Thanks for taking the time to review this request, I look forward to talking to you more about it!

Best,

{ YOUR NAME }