

Subject: A Plan That Will Positively Impact [Your Company Name] Hi [Your Boss’ Name],

I would like to go to [DigitalMarketer’s](https://www.digitalmarketer.com/) [Traffic & Conversion Summit](https://www.trafficandconversionsummit.com/) on February 25-27, 2019, in San Diego, CA. Attending will have a positive impact on our business. Here’s why:

T&C is the largest marketing event in North America, focusing on the latest in digital marketing. And it’s more than your typical “Rah! Rah!” pump-you-up conference. It’s 3 days of actionable strategies and content. In fact, DigitalMarketer has a strict “no theory” policy when it comes to their sessions.

I’ll hear from marketers and business owners who’ve actually done it, gaining insight from keynote speakers like Daymond John, Dr. Robert Cialdini, Dave Asprey, Mari Smith, and [List Speakers You’re Excited About].

And this is why I’m really excited—to go to T&C and bring that knowledge back to our company. To bring back a plan that will have a positive impact on our business that we can start implementing on the Monday I return.

Plus, with 5,500+ attendees every year, the event will also give me a unique opportunity to connect with thousands of other marketers, business owners, agencies, and the DigitalMarketer team at nightly networking events. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

Right now, they’re running a promo and T&C tickets are $895. If we jump on it now, we can save

$1,700—that’s the price of another ticket plus food... basically pays for [Name of Coworker You Want to Join] to go, too!

I’ve also estimated the total cost to attend—from travel expenses to food—which I can send your way if you’re curious.

T&C is a worthwhile investment. I will be able to discover new ideas, create meaningful connections, and learn new skills that I can apply in my day-to-day work and help move [Your Company Name] forward.

What do you think? [Your Name]