



To: Boss@SuperAwesomeCompany.com

Subject: Fix Our [COMPANY'S BIGGEST MARKETING ISSUE]?

From: Rockstar@SuperAwesomeCompany.com

Dear [BOSS],

I would like to attend [DigitalMarketer's Traffic & Conversion Summit 2018](#), taking place on February 26-28 in San Diego, CA.

This is an annual event and the premier conference for marketing professionals to learn what's new and working in digital marketing. The sessions are focused on real, actionable content that we can implement immediately to grow our company—especially [SPECIFIC AREA OF FOCUS].

I am most excited about [SESSION] with [SPEAKER of COMPANY] because I will learn how to better [SPECIFIC STRATEGY].

As the [YOUR POSITION] of [COMPANY], I plan to attend the following agenda to capitalize my time and get the most immediately useful information:

[AGENDA OR TRACK HERE]

The event will also give me a unique opportunity to connect with thousands of other marketers, business owners, and agencies at networking events - and, of course, speak directly to key members of the DigitalMarketer team.

The cost to attend the event includes:

Ticket cost: \$1495.00 (currently 25% off)

Travel expenses: [ESTIMATE]

Hotel: [ESTIMATE]

Meals per diem: [ESTIMATE]

Commuting costs: [ESTIMATE]

I've estimated the total budget to attend the event as [ESTIMATE].

I am confident that you will see this as a worthwhile investment. The Traffic & Conversion Summit is an opportunity to learn the latest strategies and tactics to enhance our marketing efforts.

Best,
[YOUR NAME]