**Digital Summit Phoenix Attendance Proposal**

I’m writing to ask for approval to attend Digital Summit, a digital marketing strategies and education oriented conference February 22-23, 2017 in Phoenix, AZ. Because digital marketing is continuously changing, it’s more important than ever that I stay current in order to ensure our marketing efforts are effective. At Digital Summit, I can get the information I need from dozens of the country’s top digital marketers who will be sharing current trends, best practices, the latest strategies, case studies, new solutions, and more.

In particular, I think attending this conference would directly benefit these projects:

* [add project]
* [add project]
* [add project]

With over 60 sessions, pre-conference workshops and hundreds of attendees, Digital Summit is one of the largest digital strategies and best practices forums in the region. You can learn more about Digital Summit on their [website](http://digitalsummitphoenix.com/).

**Here’s an approximate breakdown of conference costs:**

 ~~Airfare: $ xxx~~

 ~~Transportation $ xxx~~

 ~~Hotel: $ xxx~~

 ~~Meals: $ xxx~~

 Registration Fee: $ xxx

 **Total: $ XXX**

Similar events of this nature are typically 5-7x as expensive and this event gets national accolades as having the best ROI in the digital marketing education event space.

For us to get the best ROI from this conference, please keep in mind that ***the earlier I can register, the cheaper it will be.*** The fact that the event is also local will assist with hundreds of dollars in additional travel savings*.*

I’ll give you a summary of what I learned including major takeaways, and new ideas and will share relevant information with key personnel throughout the company. As a participant, I will also have access to all the speaker presentation slides following the event that can also be shared and disseminated.

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

Regards,