

Convince your boss letter

Copy and paste the text below to share with your manager and swap out the information in **[brackets]** with your own details.

Subject line:

Request to Attend Spotlight Conference

Hi [Your Boss's Name],

I'd like to request approval to attend Spotlight, a one-day marketing conference taking place in London on October 13.

It's designed for marketers who need practical, immediately applicable insight. Given our current focus/ challenges around [insert priority or project], I think it would be worth the investment.

Why I think it's worth considering:

- **Minimal time out of the office** — it's one intense day
- **Hands-on problem solving** — the ticket I'm interested in includes small-group roundtables to get feedback on specific issues
- **Relevant peer network** — the event is intentionally limited in size and has over 80 marketing experts I can connect with at the networking mixers

Estimated cost:

All Access pass:	£529
Hotel:	£XXX
Airfare:	£XXX
Other travel expenses:	£XXX
Total:	£XXX

There are also group tickets available so if anyone else from the team is interested to join me then we can get an extra discount on tickets.

Please let me know if you're open to approving this — I'm confident the insights will justify the time and cost. I'm also happy to share a short post-event summary with key takeaways and recommendations for everyone in the team.

Best,

[Your Name]