

To:

From:

Subject: Youth Marketing Australia Conference 2018

Hi **[Insert first name]**,

I received details about the Youth Marketing Australia Conference taking place in Melbourne on 24th & 25th May, and based on the content and reviews I've seen, I'd recommend we send someone this year. I'm writing to get your approval to attend.

The conference features industry recognised speakers and will provide me with actionable information I can take home and immediately apply to our marketing efforts to drastically improve **[add main growth goal for 2018 here]**.

This years speakers include:



+ many more to be announced!

This is the perfect opportunity for me to expand my skills as a marketer by increasing my knowledge on the biggest spending generation in history - millennials.

In addition to the full day of speaker presentations, I'll also get to:

- Network with 300+ marketers who are also looking to learn new strategies and tactics to explode the growth at their companies.
- Learn from 20+ marketing experts - all thought leaders and practitioners who will be sharing their ideas and expertise in short, TED Talk-style sessions.
- Take home all the speaker slides along with a document outlining the key takeaways from each session so I can share what I've learnt with you and the rest of the team.

The conference is currently priced at **[Insert current price from YMA website]**.

I'd like to register for a ticket early before the price goes up. I'll be sure to submit a post-conference report or write a blog post that will include an executive summary, major takeaways, tips and pictures from the conference. As well as share all conference slides and notes with the team.

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

Regards,

[Insert your name]