Hi [insert manager name here],

I would like your approval to attend the Social Media Strategies Summit in New York City, October 17-19, 2017. It’s the longest running social media conference in the US, and will give me the chance to meet and network with a diverse group of marketers in social media, digital and communications across industries.

**Here are a few top benefits of having me attend:**

* I'll learn strategies that tie directly to revenue and social media ROI.
* I'll leave with practical tips that I can apply as soon as I'm back at the office.
* I'll be able to connect with other marketing professionals speakers from leading brands to get feedback on our social programs and how can we improve.
* Reporting insights is super easy - I’ll have access to all conference videos and slides after the event is over.
* If we want to send a team member, they provide great group rates.

I’ve broken down the costs of my attendance. The summit is currently offering great savings on registration - we’ll be able to save up to **$400 if I register by September 8th**. I can even reserve my spot now to lock in the savings, and pay later.

Airfare: $X

Hotel: Review available hotels and discounts [here](http://socialmediastrategiessummit.com/new-york-2017/venue.html).

Conference: $1599 (summit only)

Social Media Training: $495

Total: $X

I appreciate your consideration. I think you’ll find this to be a very worthwhile investment.

Best,

[your signature]