

Dear

[The Marketing Summit](#) is a can't-miss conference for in-depth learning, networking, and professional development hosted by [UW-Madison's Marketing Leadership Institute](#). At the Marketing Summit I will learn new ideas and strategies that will advance _____ as a whole. I would like to request approval to attend.

The event is **September 12-13, 2024** in Madison, Wisconsin. Marketing experts and innovators in the field of _____ will host sessions that provide actionable takeaways, best practices, and solutions. With approximately 300 people, the intimate size of the conference provides unmatched opportunities to build deep lasting connections.

Here's an approximate breakdown of conference costs:

Registration:	_____
Hotel:	_____
Transportation:	_____
Miscellaneous (meals/taxis/parking):	_____
Total	_____

Though low in expense the value of this conference is huge. I can provide a report of my insights, new ideas, and recommended action items to our team on my return.

I truly feel that the value of this conference to me, our organization, and the future of this industry is an investment worth making!

Thank you for your consideration.

Sincerely,