



Dear [Insert Manager's name],

I would like to attend Hero Conf Philadelphia, a digital marketing conference from April 23-25 at the Marriott Philadelphia Downtown. This event is devoted fully to pay per click advertising. I have reviewed the agenda and feel the return on the investment would be significant.

The conference aligns directly with the priorities of our department: [insert your priorities here]. Beyond that, the conference will give me a chance to learn the newest insider PPC knowledge. I'll have the opportunity to learn alongside other big brands and PPC management experts in an environment that allows me to tailor my schedule to meet our company needs. And with marketing software companies, agency representatives, and others from the digital marketing community on-site, I'll also be able to build new and exciting business relationships. There are several specific benefits of attending this event:

1. Hosted in Philadelphia, PA. An accessible and affordable location that will allow us to be efficient with our conference budget.
2. Exclusive PPC marketing content. There will be no "clutter" with irrelevant material. I will go with specific purpose and leave with ready-to-implement strategies to strengthen our search advertising strategy.
3. Low attendee-to-speaker ratio. With more than 44 speakers, I will have unique opportunities to interact with digital marketing experts and ask questions related to our specific conversion issues.
4. Accelerated professional skills and opportunities. I will have the opportunity to network with digital marketing professionals and vendors to learn what works in other industries. I hope to make connections with potential partners and contacts to improve our business long-term.
5. Focused agenda. A schedule filled with entirely PPC content- both technical and creative- will absolutely get our money's worth.
6. A "best of both worlds" perspective. After meeting with speakers who have both big picture and "in the trenches" experience, I will get a broad understanding of industry best practice as well as issues we will face day-to-day.

[Optional] A few of the presentations that I plan to attend include [List Top 3 Sessions Here]:

Here is a complete breakdown of the conference costs:

Airfare: \$XXX

Transportation: \$XXX

Hotel: \$XXX

Meals: \$XXX

Conference Fee: \$XXX

TOTAL:

I appreciate your attention to my request. I'm confident in the significant return we will receive for this relatively small investment in career development. Thank you again for your consideration of this request.

[Your standard close]

