

< Date >

Dear < manager's name >,

I would like to attend the < conference name and location >, a premier event for business analysis professionals. After reviewing the conference program, I have identified a number of educational sessions which will allow me to gain knowledge and understanding about how we can improve our processes. The sessions are facilitated by both industry experts and association colleagues who have faced similar challenges. I chose each of these sessions because it is directly related to an issue we are dealing with currently. Getting the information in a conference format will greatly reduce the research time and costs the < your organization's name > would normally incur in researching the topics. Incidentally, I have only listed some of the sessions that I will attend. Including them all would make this memo much too long.

< You will need to insert the session descriptions which most apply to your responsibilities. >

The conference will also allow me to network with a variety of association experts and colleagues from around the < state, country, or world >. Many of the educational sessions are tailored to the business analysis professional and give information on how to < list session benefits specific to your current and future responsibilities in terms of tools, technologies and processes >. I am seeking sponsorship for the registration fee, < travel and housing expenses > during the conference. I have already confirmed with < colleague name(s) > who will cover my responsibilities while I'm attending the conference < dates >.

Additional benefits from conference attendance: < use any of the following to help support your attendance >

- I will be able to make vendor contacts for < tool, technology, process > evaluation
- I will be able to network with conference professionals which will provide insights into best practices and emerging technologies and tools < list any current or future organizational challenges that will be addressed in conversations with other attendees >. Networking with conference attendees for these best practices will cost significantly less than the cost of hiring a high priced consultant to address these challenges
- I will prepare and deliver a short presentation and Q&A to my colleagues upon my return
- I will prepare and distribute a report on my learnings upon my return
- I will share the conference handouts with my colleagues upon my return

Here is the breakdown of the conference < and travel > costs:

Conference: <\$xxxx>

Pre/post conference training: <\$xxxx> (if applicable)

Roundtrip Airfare: <\$xxxx> (if required)

Transportation: <\$xxxx> (if required)

Hotel: <\$xxxx> (if required)

Meals: <\$xxxx> (if required)

Total cost: <\$xxxx>

The opportunity for me to develop better contacts and gain knowledge in specific areas of business analysis makes my attendance at the < **conference name** > a wise investment, which will yield rich dividends for < **your organization** >.

Sincerely,

< **your name here** >