

Hello [Manager Name],

I am writing to formally request your approval to participate in Engage, Blueshift's highly anticipated annual conference, scheduled for February 27th, 2024. Engage promises a full day brimming with invaluable sessions, roundtable discussions, networking opportunities, influential keynote speakers, and the latest insights on product updates.

This year's theme is all about "Marketing in the Age of Data and AI" where we will dive in to how to work hand-in-hand with AI to unlock new marketing opportunities, drive meaningful results, and deliver exceptional customer experiences.

By attending, I will:

- Gain valuable insights from industry experts and thought leaders
- Learn how my marketing peers are achieving success
- Stay up-to-date on the latest industry trends, technology and best practices
- Discover ways to impactful ways to improve our strategies, resulting in immediate ROI
- Network with other innovative marketers, industry leaders and Blueshift experts

The conference is free to attend, and below I've provided a rough breakdown of travel costs:

- Registration: \$0 (Breakfast, lunch and Hors D'oeuvres provided during event)
- Meals: \$XX (X days at \$XX per meal)
- Airfare: \$XXX
- Transportation: \$XXX (round trip taxi from airport to hotel)
- Hotel: \$XXX (X nights at \$XXX per night)
- Total: \$XXX

I strongly believe that attending this conference is a great opportunity for me to develop my skills, expand my knowledge, and network with industry leaders. To learn more, feel free to check out the conference website here: <https://blueshift.com/events/engage-2024-san-francisco>.

Thank you for your consideration.

Regards,

[YOUR NAME]