Please modify this letter to suit the event and the location for which you want to attend.

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

I am requesting permission to attend the annual BusinessAnalystWorld Conference, taking place this \_\_\_\_\_\_\_\_\_\_\_\_ (fill in date) at \_\_\_\_\_\_\_\_\_ (fill in venue) in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (fill in location).

BAW is an industry leading event that provides relevant training and education pertinent to my occupation. BAW is considered the pinnacle conference for project professionals, offering exceptional education at affordable prices. BAW has built a national reputation as the “must-attend” event for my position.

My attendance will be a cost-effective investment for the company. Upon returning to the office, I would be honored to share with my colleagues the information gleaned from a choice selection of symposia sessions and workshops.

I am particularly interested in the topics relevant to our own company’s current challenges:

(To be filled in by attendee)

(To be filled in by attendee)

(To be filled in by attendee)

I would be happy to arrange for my co-workers to look after my responsibilities during the days I am attending the conference. If we decide to send a team of three or more, we can save an additional 10% off the posted rates.

Although we may not have budgeted for this training, the return on investment will justify the expense. A roster of experts, training professionals and thought leaders will be presenting the most current industry trends. The education I receive at this conference will build upon my knowledge of the technology, communication strategies, leadership development and overall career effectiveness.

I believe you will agree that my attendance at the BusinessAnalystWorld is a worthwhile investment and will offer favorable results towards the continued success of our company.

Thank you for your consideration,