Hi [NAME],

I would like your approval to attend the Agile2018 Conference presented by Agile Alliance. It will be held in San Diego, CA from August 6-10, 2018.

This conference is commonly referred to as THE Agile conference of the year, and I feel that attending it could benefit us in several ways.

Of course, I will report back with what I’ve learned. But more than that, I hope to come back with some practical information that will help us right away.

To do that, I’ve set out some goals to pursue while there.

**Goals**

I have chosen 3 main areas to focus on at the conference.

* **Goal/Issue #1** – A quick word on why it’s important to the company.
* **Goal/Issue #2** – A quick word on why it’s important to the company.
* **Goal/Issue #3** – A quick word on why it’s important to the company.

**Agenda**

I have chosen a number of sessions to attend that I feel will directly address the goals I mentioned above.

1. Goal/Issue #1

**Session ABC This is a Sample Title** – This session should help us with 1, 2, and 3.

**Session DEF This is a Sample Title** – This session will hopefully give me new ideas and approaches to the issue of XYZ.

**Session GHI This is a Sample Title** – This workshop should give me some good, practical ideas about GHI.

**Session JKL This is a Sample Title** – This session should help us with 4, 5, and 6.

1. Goal/Issue #2

**Session MNO This is a Sample Title** – This session should help us with 1, 2, and 3.

**Session PQR This is a Sample Title** – This session will hopefully give me new ideas and approaches to the issue of XYZ.

**Session STU This is a Sample Title** – This workshop should give me some good, practical ideas about STU.

1. Goal/Issue #3

**Session VYX This is a Sample Title** – This session should help us with 1, 2, and 3.

**Session YZ This is a Sample Title** – This session will hopefully give me new ideas and approaches to the issue of XYZ.

1. Other

**Session YVM This is a Sample Title** – This session should help us with 1, 2, and 3.

**Session PSR This is a Sample Title** – This session will hopefully give me new ideas and approaches to the issue of XYZ.

**Talking with Experts**

I have also identified a number of experts that I hope to speak with.

* **Expert #1** – This is the presenter of the XYZ Session. I hope to talk to her about the situation we have with XYZ and get her opinion.
* **Expert #2** – This is the presenter of the 123 Session. I would like to ask him more about ABC.
* **Expert #3** – This is the presenter of the DEF Session. I read an interesting blog post she wrote about DEF, and I hope to talk to her about that more.
* **Expert #4** – This is the presenter of the 456 Session. I hope to talk to him about 456.

**About the Conference and Agile Alliance**

As I mentioned, many consider this to be THE Agile conference of the year. The organization behind it, Agile Alliance, is a non-profit that was formed by a group of the original Agile Manifesto authors – i.e., the people who launched the whole idea of Agile Software Development itself.

Every year, this conference has hundreds of speakers and thousands of attendees, attracting people from all over the world. Many of the very best Agile experts participate every year.

**Approximate Costs**

I’ve broken down the approximate costs below.

* Conference Registration: $2,200
* Hotel Costs: $300 x 5 nights = $1,500
* Flight: $350
* Airport Transportation: $50
* Meals: $25 x 6 days = $150 (the conference includes breakfasts, lunches, + some receptions)

**TOTAL: $4,250**

Thank you for taking the time to review this request. If you have any questions, please let me know.

Sincerely,

[NAME]