SAMPLE LETTER TO MANAGEMENT

I would like to register to attend PR News’ Google for Communicators Boot Camp taking place July 19, 2018 at The Yale Club in New York City.

At this year’s Google for Communicators Boot Camp, they will offer a variety of sessions, exercises and workshops to enhance my career as well as our organization. I will be able to attend a number of sessions that directly apply to my ongoing projects at our organization and network with numerous professionals who can provide out-of-the-box ideas on how to have our messages rank higher through Google’s various suite of tools.

Each of the seven sessions will offer tips and strategies that I can implement upon my return. A few of the sessions that I am particularly interested in include < insert session titles >. I would like to attend these because I feel I will gain < insert learning objectives > and be able to implement the findings in < insert projects or departments that will benefit >.

If I register with code “JL200”, I’ll save an extra $100 off current rates, which will bring my cost to just $895. If I bring another colleague, we’ll each pay only $795 per pass. I am asking for funding for the boot camp fee, travel costs, food and lodging.

The Google for Communicators Boot Camp offers the best value in the marketplace and is the premier training event for communications, marketing, SEO and digital professionals. I will be able to interact with various leaders in the communications and marketing arenas, allowing me to make invaluable contacts for future problem-solving endeavors.

Sessions are led by some of the most well-known experts and thought-leaders in the community and by attending these sessions, I can form lasting connections with these experts that will prove beneficial down the road.

Thank you for considering this proposal. Please let me know if there is any additional information I can provide to help make your decision.

**Signature**