Dear <**insert manager’s name**>,

I am seeking your approval to attend the 2017 Social Shake-Up, taking place May 22-24 in Atlanta. The Social Shake-Up Show will deliver "aha" moments and extraordinary insights about social disruption and digital innovation for marketers, communications, content creators and business leaders.

I’ll get to hear insights on how to improve our current social strategy from speakers at companies like Arby’s, Cox Communications, Salesforce, Carter’s, Oracle, Walmart, American Cancer Society and more.   
  
The Social Shake-Up also has a promise that they firmly stand by:

* Every speaker will share an example of out-of-the-ordinary social media success; if the initiative did not shake things up in some way, I won’t hear about it
* They will respect my time and my intelligence. In other words, no duds on stage, and no sessions that run over
* They understand my need to network with interesting people and get some fresh air

All three days of the conference have a mix of panels, interactive sessions, roundtables and designated networking opportunities. Some of the sessions I find especially beneficial to help me shake things up as <**insert your job title**> include:

<**Reference the agenda to find and list a few sessions specifically relevant to your job duties**>

I’ve broken down the approximate cost of my attendance at The Social Shake-Up Show from Monday, May 22 to Wednesday, May 24 below:

Airfare: **$xxx**  
Hotel: **$xxx**  
Conference: **$1,740** **(Only through April 21!)**  
**Total: $xxx**

We’ll be able to lock down $500 in savings if I register by April 21. The Social Shake-Up Show also has a hotel room block at the W hotel for $174/night, which will fill up quickly. So the sooner I register, the less <**insert your company name**> will spend on The Social Shake-Up Show.

Upon my return from the show, I look forward to sharing the insights and takeaways I’ve learned with our team so we can begin shaking things up for the better.

Thank you for your consideration of this request!

Regards,

<**insert your name**>