

## Convince Your Boss Email Template

*The parts highlighted in yellow are for you to fill in. You can also make your reason for attendance more personal to your organization by describing the current situation or potential future problems. Are you looking for a solution to an internal problem? Try to connect these issues to the business –besides having to deal with these issues within your department or team, what is the greater impact? How does the current situation affect your company? You may also include a brief statement of any mandates or new government regulations that require policies or processes not currently in place.*

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Dear [Manager],

I'd like to attend the upcoming Icon Conference scheduled to take place on April 18 - 20, 2027, in Deer Valley, Utah. Icon is attended by 150 leaders in global financial shared services, accounts payable, procurement, and risk and compliance. The world's largest companies gather at this conference every year to share best practices and present innovative solutions.

My attendance will help our company remain competitive and continue to define and deliver exceptional performance by staying in the know about new technology and ever-evolving standards.

If I am approved to attend Icon, I will:

- Attend industry-leading case study presentations and round table discussions to obtain information we can apply to our operations.
- Learn how our peers are adapting to changes and the latest industry benchmarks.
- Discover the latest technology solutions and industry trends.
- Bring back practical plans of action, learn ways to impact strategy and add tangible value to our company.
- Network and tap into the knowledge of other industry professionals.
- Find new vendors, suppliers, and/or business partnerships.
- Receive 16 CEU Hours are available for attending

Here is the complete breakdown of the conference costs:

- Airfare to Salt Lake City, UT: Average from (your location) is \$
- Uber fare: Average \$60 roundtrip airport.
- Hotel: The conference is being held at the Grand Hyatt Deer Valley Hotel. The discounted room rate for the 18th to the 20th of April is \$359/night + tax and fees.

- Conference Registration: Early Registration is \$899 until February 28, 2027, after it will be \$999 | Alumni rate for previous attendees \$499

Total to attend the conference: \$\_\_\_\_\_

This investment will pay off in more efficient practices, proven solutions, new insights, and ideas. In addition, I can provide a report to our team with my key takeaways and recommended actions. I appreciate your approval. I'm confident we will receive a significant return for the relatively small investment by attending this event.

Sincerely,

Your Name