To: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

From: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Re: BrightEdge’s Share15 Digital Marketing Event

I’m writing to ask for approval to attend Share15, BrightEdge’s premier industry event, September 21-23, 2015 in San Francisco. Share15 is the premier digital marketing conference run by digital marketers for digital marketers.

Share15 is a unique opportunity to join the industry’s brightest minds and openly discuss digital marketing’s ever-changing landscape. Global brand experts will offer insights and offer answers to the most complex issues facing the modern-day marketer.

Share15 will focus on:

* Dynamics of People, Personas and Intent
* Creation, Curation and Co-Branded Content
* Search, Social and Content Convergence
* Content Measurement Metrics that Matter
* Attribution, Scoring and Weighting of Marketing Models
* Scaling and Measuring Content Effectiveness
* Content Optimization Labs
* Discussion Forums and Roundtables

With insights from Share15, we will be able to advance our SEO and Content strategy to deliver measurable business results. At a total cost of about $\_\_\_\_\_\_\_\_, it’s the most cost-effective way to ensure that we are maximizing our investment in the BrightEdge platform.

I’ve compiled an approximate budget for this trip:

Airfare: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Transportation: (round trip taxi from airport to hotel): $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hotel: (2 nights at $ 299.00 + local tax at 16.37%): $695.89

Meals: included with registration

Registration Fee: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Based on the agenda, Share15 will be of incredible value to our SEO and Content initiatives. I’ll accomplish the following at the conference:

1. Learn to produce relevant content that resonates with our audience to maximize ROI.
2. Evaluate the competition in order to win the content battleground.
3. Maximize content across channels by integrating efforts and elevating the search and social interplay.
4. Optimize content collaboration effectively across departments and locations.

Thank you for considering my request to attend Share15! I look forward to your reply.

Regards,

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