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

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

Re: BrightEdge’s Share15 Digital Marketing Event

I’m writing to ask for approval to attend Share15, BrightEdge’s premier industry conference, 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:

* Paid, Owned and Earned Digital Marketing
* Email Marketing and Automation
* Display and Retargeting
* Integrated Campaign Management
* The Hybrid Digital Marketer
* The Impact Of Channel Marketing
* Hands-On Digital Marketing 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 optimize channel conversions and cross-channel campaigns.
2. Effectively assess cross-channel programs and their impact.
3. Manage paid, owned and earned channel convergence.
4. Discover how to grow revenue and accurately demonstrate ROI.
5. Align cross-channel and converged media metrics to business goals.

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

Regards,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Training Only $299.00 USD