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:

* Advanced SEO and Technical Trajectory
* International SEO and Localization
* Multi-Device Optimization and Measurement
* Answers To All SERP Questions
* Modern SEO In-House Organization Practices
* Data Learning and Decision Making
* SEO Assessment and 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 how to stay ahead of algorithm changes, search engine compliance and the impact of secure search.
2. Discover better data measurement tools and the best ways apply them to our business.
3. Improve how we slice, interpret and present data at page level, as well as on/off page.
4. Effectively measure our ROI on audience reach, content effectiveness and channel traffic vs. revenue impact.
5. Master new practices focusing on user content and relevance.

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

Regards,

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