**Subject: Astute Connect 2020 Customer Conference**

I’m writing to ask for approval to attend Astute Connect 2020, Astute’s customer conference, March 2-4 in Charleston, South Carolina.

Astute Connect 2020 will provide a unique opportunity to gain industry insights, participate in industry sessions and roundtables, receive interactive training, network, and much more. Topics of focus will include:

* Providing better experiences for agents and consumers
* Market trends and astute innovations to solve them
* Industry roundtable discussions and customer successes

At a total cost of about $\_\_\_\_\_\_\_\_, it’s the most cost-effective way to ensure that we are maximizing our investment in our Astute products.

I’ve compiled an approximate budget for this trip:

|  |  |
| --- | --- |
| Airfare | $ |
| Transportation (taxi) | *Provided by hotel* |
| Hotel – 3 nights at $285 | $ |
| Meals | *Included* |
| Registration | $ 600 (early bird rate) |
| **Total** | **$** |

Based on the agenda, Astute Connect 2020 will be of incredible value to our consumer engagement initiatives. I will gain:

* Valuable insights into new market trends
* CX benchmarking for evaluation and planning
* Useful tips to increase our efficiency and gain additional value from our existing implementation of Astute products

Thank you for considering my request to attend Astute Connect 2020! I look forward to your reply.

Regards,

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