

To:

From:

Subject: How [company name] can benefit from my participation in ThoughtSpot Beyond 2019

I would like to request approval to attend **Beyond 2019, on 15-17 October in Dallas, Texas, USA**. After reviewing the conference materials, I've determined that this conference is highly relevant to the needs of our organization, especially to our current technology initiatives and priorities.

Overall Conference Benefits

The event offers the kind of forward-thinking insights and practical guidance needed to accelerate our digital transformation objectives. Topics covered at the event include: [adjust depending on your topics of interest]

- Driving Digital Transformation
- Leading with AI Innovation
- Connecting Analytics to Business Value
- Building Modern Data & Analytics Teams
- Data Strategies of the Future
- Creating a Data-driven Culture
- Data for Good
- Diversity in Analytics

The following outlines the **learning opportunities** I will benefit from:

- A comprehensive overview of the ThoughtSpot product vision and roadmap
- 15+ sessions presented by ThoughtSpot customers (enterprise/mid-market covering all industries and use cases)
- Optional post-conference hands-on training for all levels of experience from introductory to advanced training/certification
- 2+ motivational and inspirational keynote sessions from leading industry experts

Key value I/we can expect:

- Attend valuable breakouts on training, tips, tricks and best practices for maximizing ThoughtSpot
- Learn how we can make AI practical and real in our organization
- Get valuable face time with the ThoughtSpot product and executive teams to make sure our needs are prioritized
- Early access to ThoughtSpot's product vision and roadmap

Additionally, I believe this type of education could benefit these projects:

- [add project or initiative]
- [add project or initiative]

Here's an approximate breakdown of costs:

Airfare:	\$150-500 (domestic US travel)
Transportation (between airport and hotel):	\$64 (\$32 each way from Dallas Fort Worth International Airport)
Hotel:	\$537 (3 nights @ \$179)
Meals (included in ticket price):	\$0
Registration:	\$795 (until July 31st, \$995 through Aug 1, \$1295 until Sep 1)
Total Investment:	\$1,546

Please let me know if you have any questions about the agenda or any other aspect of the event, and I will gladly forward conference materials to you. I hope you agree that my attendance at **Beyond'19** will make a significant, positive contribution to our organization.

Thank you for considering my request, and I look forward to hearing back from you by **[date]** in order for me to maximize our company discount and secure discounted tickets.

Regards,

[Your name] [Position/Role]