

Dear [Manager],

I am interested in attending TRAVERSE 19, a tech and travel conference in San Francisco on October 2-3, 2019. This conference is specifically for business travel stakeholders and will provide me the opportunity to network with hundreds of my peers. TRAVERSE 19 isn't a user conference — it's a unique business travel event focused on showcasing how travel, finance, HR, and procurement leaders can uplevel their travel programs to help their organizations seize travel as a strategic level for culture and growth.

But the real reason I'd like to attend TRAVERSE 19 is to gain insights and learn best practices from people and companies who face the same challenges that we face. Many top corporate travel program managers and thought leaders will be speaking about their path to success, and I'd like to be there to learn from it.

The full conference fee for TRAVERSE 19 is \$1,095 but can be reduced by \$200 if I register before August 31, 2019.

Here's a breakdown of the anticipated cost to attend:

1. Conference fee: \$1,095
2. Round Trip Airfare:
3. Hotel:
4. Rideshares:
5. Meals (outside the meals included with the conference):

Of course, attending TRAVERSE 19 will mean two days away from the office, but the agenda has back-to-back keynotes, networking sessions, workshops, and panels, so the time I spend away from my desk will be packed with valuable learning that I will bring back to our team. Additionally, while there are online resources available to learn more about how to revamp our travel program, they are no substitutes for the connections I will be able to build attending this event.

I would also be happy to set up a post-conference meeting to review new learnings and ideas. I'm looking to uncover ways to [We recommend filling in the top 3 travel management challenges you're currently wrestling with including low travel program adoption, delivering on duty of care, limited visibility into travel spend, reporting, and more]. I believe attending TRAVERSE 19 will give me new tools to help on [top 3 projects you're currently working on].

Thank you for your consideration and I look forward to talking to you more about this.

Regards,