

Copy and paste the information below, and share it with your manager.

DiscoverNext 2024 Convince Your Boss Letter

Dear:

I'm writing to request your approval to attend DiscoverNext 2024. vFairs's annual user conference will take place at the Park Hyatt in Toronto on August 15, 2024, and I think it could be an amazing learning and growth opportunity for me.

vFairs DiscoverNext is the ultimate one-day conference that helps event and marketing professionals host better events. This event provides a unique opportunity for me to:

- Network with event professionals from across North America about event management strategies that could help improve our programs.
- Interact with the latest in event tech, and understand how we can apply new tech to increase success at our events.
- Find out what's working for vFairs customers leveraging event tech.
- Discover unique tactics for improving the attendee experience using AI, mobile apps, badge printing and more.

By the end of DiscoverNext, I will have fresh ideas and strategies in mind to help improve our events programs long-term. Upon my return, I'll be ready to share key takeaways, including practices and technologies we can start to implement immediately.

Here's the approximate breakdown of costs for me to attend:

- Early Bird (before July 1st, 2024) \$299 USD
- Hotel: \$700 USD
- Travel Expenses: \$1,000 USD
- Total: \$2,000 USD

I hope you agree that this will be a great opportunity for me to bring back new ideas and methods that will ultimately benefit our organization.

Thank you for your consideration!