Dear \_ SUPERVISOR’S NAME

I'm writing to request your approval for me to attend the [IABC World Conference](https://wc.iabc.com/?utm_source=JustificationKitIABC20&utm_medium=email) in New York City (26 – 29 June). This is a leading, in-person global gathering of communication professionals, with world-class professional development opportunities and some of the best known speakers in the field. The conference is reasonably priced and IABC is taking strict steps to protect the health of the expected 800 attendees.

With your approval, I will be able to:

**Connect:** This in-person conference will bring hundreds of professionals from around the world to share their knowledge, plan for the future and innovate in a collaborative atmosphere. I will expand our company’s professional network and have the opportunity to share what we are doing with others.

**Learn:** There will be more than 70 learning and professional development sessions delivered by experts from more than a dozen countries in a variety of ways including speedy Ignite talks, listening lounges, breakouts, panels, interactive workshops and deep dives.

**Grow:** With keynotes from communication leaders at Microsoft and Edelman, and plenary sessions to stimulate thinking, seed conversation and inspire doing, this conference will be an opportunity for real growth.

In these times, I know added costs require thoughtful consideration. The price for me to attend is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ if we purchase a ticket before 31 March. I have reviewed the program in detail and know this is the right conference for me and our company.

I hope that you’ll consider making this investment in my professional development which will in turn advance our company using the learnings that I receive.

Best regards,

\_ SENDER’S NAME\_