Dear SUPERVISOR’S NAME,

I'm writing to request your approval for me to attend IABC World Conference 2025 in Vancouver (8-11 June). This event is a leading, in-person gathering designed for communication professionals to connect with peers from around the globe, hear from industry experts during exceptional sessions, and leave this powerful event with industry-specific, actionable knowledge. The conference is reasonably priced is expected to have approximately 800 attendees.

This year’s theme, *connect!*, highlights the core center of powerful communication — the ability of communication to form powerful relationships, create possibilities, forge connections between stakeholders, and so much more. Attendees can expect curated learning experiences that align with elevated tracks designed to aid communication professionals interested in specific topic areas, at any stage of their careers.

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 50+ learning and professional development sessions delivered by experts from all over the world. Sessions fall into five tracks: Internal Communications, External Communications, Leadership, Personal Development and AI/Technology, and will be delivered in ways that promote conversation and interaction, like **quick hit sessions, traditional breakouts, interactive workshops** and **panel discussions**. Topics covered include strategic comms, social media best practices, crisis management, data-driven insights, and more.

**Grow:** With Spotlight Sessions and Master Classes for in-depth, community learning, 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 by 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\_