

Hey **[insert boss' name]**,

I'm really interested in attending the **[insert event name]** on **[date]** and would like to inquire if you'd be able to allow some time out of office to attend.

Finance Alliance's event is dedicated to supporting financial professionals through their business journey with the strategies, tactics, and methods needed to make an impact in our market.

This is not your typical event. In fact, it's more focused on breaking the everyday working cycle, connecting with like-minded professionals from around the world, and getting practical advice to be more successful in our own businesses moving forward. This is especially important this year with turbulent times ahead.

Between the content presented in the sessions, panels, and keynotes, I plan to strengthen my skills in **[X]**, **[Y]**, **[Z]** and from the research I've done into the upcoming event, I think it will help with these goals of my current role at **[company's name]**:

- **Goal #1:**
- **Goal #2:**
- **Goal #3:**

Ran by **[list some companies whose representatives are hosting sessions]**, plus more, sessions include:

- Session #1:
- Session #2:
- Session #3:

Lots of respected leaders within the field are talking about it and this is what one had to say about this year's summit in San Diego:

*"[The Finance Alliance summit] was very interactive. The people were very passionate, which is good. We had a great group and mix of different types of people from different backgrounds and industries, which was really interesting to see."* - Erik Nakamura, CFO at Orange Comet

I believe the **[insert event name]** would equip **[company name]** with the quintessential knowledge to differentiate our services from our competitors, and given the payment plan options available to make the event financially viable, this would be a shrewd investment of my time. As well as this, I'll be sure to submit a post-event report including an executive summary, major takeaways, tips, and pictures from the event.

I'd be delighted to discuss this opportunity with you in further detail. Let me know if there's anything else you need from me at this stage.

Thanks,  
**[Your name]**