*To share this with your manager, just copy and paste.*

To: [Insert first name]  
Subject Line: Here’s why I can’t miss Illuminate 2023

Hi first name,

I’d like to request your approval to attend 2023’s Illuminate conference in Raleigh, NC. It is the first chance in almost three years to take advantage of the in-person experience that makes Illuminate such a valuable event.

I’ll get hands-on learning opportunities, endless moments to network and connect with peers to find breakthrough solutions, and tons of business insights to bring back to the company. There’s nothing quite like interacting with thought leaders, visionaries, and Brightly experts to get a front-row seat on ways to drive customer success and innovation.

Attending Illuminate March 12th-15th 2023 will significantly help me with these projects:

• [add project or initiative here] • [add project or initiative here]

Attending Illuminate delivers a consistent, positive impact on driving business results forward, and my goal is to bring back key learnings to influence this kind of impact at our organization.

Here's an approximate breakdown of conference costs:

• Airfare: $XXX  
• Round-trip transportation between airport and hotel: $50   
• Brightly Bundle (hotel, meals & tuition) $1799  
• Tuition Only $899

• Total: $X,XXX

Registering early will save 20%, and I'll be sure to share more information, including sessions I plan on attending, along the way. After the event, I'll share a summary of major takeaways, best practices, and recommendations to optimize our use of Brightly’s software. Thank you for considering this request. I look forward to your reply.

Regards,  
(Insert Name/Signature Here)