Hi [Manager Name],

I would like to attend the ATD 2021 International Conference & EXPO, August 29 – September 1 in Salt Lake City, Utah. ATD21 is the industry-defining event for talent development where I will learn how today’s trends can be incorporated into our practices to advance not only my professional development, but the bottom line of [insert organization name].

There are 300+ sessions to choose from, so I’ll find out what people are doing now and discover how they are tackling challenges similar ours. The event has the largest EXPO in the industry where I’ll learn about the latest products and solutions. Additionally, the community aspect is huge and there are many networking opportunities. Coming together with talent development professionals and hearing what colleagues are doing—or not doing, for that matter—provides invaluable learning opportunities.

**Top 5 Benefits of Attending:**

1. **Find real solutions to our top challenges.** ATD21 has more than 300 educations sessions focused on 10 content tracks. The ATD21 speakers and attendees are at the forefront of the industry, so I’ll learn new strategies and solutions to solve some of our biggest challenges.

2. **The learning is ongoing.** Attending ATD21 gives me access to the all-new ATD21 @Home virtual platform, where I can access sessions and networking long after the conference ends. This means I will be able to learn even more than I would be attending just the conference alone.

3. **Multiple options for networking.** I’ll make new connections with peers and find out how they are managing all of the challenges companies have faced over the last year. Additionally, I will have ongoing access to networking through the ATD21 @Home virtual platform.

4. **Stay relevant.** To stay relevant in our profession, we have to know the latest trends and how to implement them in our organization, especially with considerable changes in the past year. There is no better place to take the pulse of the industry than ATD21.

5. **Inspire our team.** I’ll take what I learn from ATD21 and share it with the team. I’ll have the tools and know-how to implement the latest strategies. By successfully using what I learn at ATD21, I’ll help us improve [insert organization’s name]’s bottom line!

I’ve attached an outline of the sessions I plan to attend and the exhibitors I plan to visit. [attach session and exhibitor worksheet] My projected costs for attending are [insert cost from worksheet]. This includes registration, transportation, lodging, events, and meals.

ATD21 is integral to my professional development. I will bring back new ideas, best practices, and solutions that we can implement right away. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and [insert organization name] forward.

I hope you will consider my request and grant me approval to attend.

Thank you for your consideration.

Sincerely,

[Your Name]