**To:** [Your Manager]
**From:** [Your Name and Title]
**Subject:** Request for Support to Attend 2025 Finance & Investment Conference and Awards Gala
**Date:** [Insert Date]

Hi [Manager],

I’m writing to request support from [Insert Employer Name] to attend the 2025 Finance & Investment Conference and Awards Gala, taking place November 5–8 in Atlanta, Georgia. Hosted by BWAM, this multiday event brings together over 300 professionals from across the asset management and finance industry—including public markets, private equity, credit, banking, law and consulting—for a series of high-value panels, networking sessions, and leadership development opportunities.

In today’s competitive and rapidly evolving market, conferences like this provide critical forums for professionals to expand their knowledge, stay ahead of macroeconomic and regulatory trends, and grow their industry relationships. Unlike affinity-only events, this conference is intentionally cross-sector and inclusive, welcoming attendees of all backgrounds. The agenda features speakers from leading firms, allocators, and senior leaders sharing perspectives on investment strategy, governance, capital raising, and career sustainability.

Key benefits of my attendance would include:

* **Professional Development**: Sessions will cover timely topics including trade policy, AI’s role in portfolio construction, regulatory trends, and fundraising strategy which would provide insights directly applicable to our work.
* **Strategic Networking**: The event is structured to facilitate connection with peers and leaders across asset classes. These relationships can strengthen our industry presence and inform our positioning.
* **Talent and Business Insight**: Participation in discussions around manager selection, operational readiness, and industry leadership can yield practical takeaways to enhance our internal processes and external visibility.

The full experience includes a welcome reception, 1.5 days of conference sessions, and an evening Awards Gala, which celebrates standout professionals shaping the future of asset management. The venue is the JW Marriott Atlanta Buckhead, with a discounted room rate of $299/night. The early bird standard ticket price, which covers both the conference and gala, is $999.

I would be proud to represent [Insert Employer Name] at this event. I’m happy to share a summary of learnings post-event and identify areas where we might benefit from new ideas or expanded networks. If approved, I would request reimbursement for the ticket, travel and hotel accommodation.

Please let me know a good time to discuss further. I believe this conference offers a strong return on investment for both my professional growth and our firm’s strategic objectives.

Best regards,
[Your Name]
[Your Title]