Dear [Approving Manager’s Name],

I am writing to request approval to attend **The PA Show Spring 2025**, the UK’s premier event for the Executive Support Community, taking place on **26-27 February at ExCeL London**. This event offers unparalleled opportunities for professional development, networking, and sourcing innovative solutions, all of which will contribute significantly to both my role and the company’s success.

**Why Attend?**

The PA Show is uniquely tailored to the needs of executive support professionals, providing CPD-accredited sessions, practical training, and access to a diverse range of suppliers and industry leaders.

By attending as a delegate, I will gain:

* **Expert Insights**: Over **50 CPD-accredited sessions** designed to develop skills in leadership, technology, personal development, and more.
* **Hands-On Training**: Sessions led by Microsoft Certified Trainers and industry experts, ensuring actionable takeaways.
* **Networking Opportunities**: Engage with peers to exchange ideas, share best practices, and expand my professional network.
* **Innovative Suppliers**: Meet **100+ exhibitors** showcasing the latest products and services to support operational efficiency and strategic goals.

**Pricing for Passes**

I am seeking budgetary approval for the following options:

* **1-Day Delegate Pass**:
  + Super Early Bird (until 9 Dec): £99 + VAT
  + Early Bird (09 Dec - 10 Jan): £169 + VAT
  + Final Rate (11 Jan onwards): £199 + VAT
* **2-Day Delegate Pass**:
  + Super Early Bird (until 9 Dec): £139 + VAT
  + Early Bird (09 Dec - 10 Jan): £199 + VAT
  + Final Rate (11 Jan onwards): £239 + VAT

**TOTAL**: £[xxxx]

**Note:** A **20% group discount** is available if five or more people attend, which could provide additional value if other team members also participate.

**Benefits to the Team**

My attendance will benefit the team as I plan to:

* Create a **post-event report** summarising key learnings, recommendations, and actionable insights to enhance our team’s effectiveness.
* Collaborate with you to identify how these learnings can be incorporated into training initiatives and strategic goals for our department.

**Summary**

Attending The PA Show Spring 2025 will equip me with the tools, skills, and resources to excel in my role and bring immediate benefits to the company. The knowledge and connections gained will provide a significant return on investment and drive professional and organisational growth.

Thank you for considering my request. I am confident this opportunity will deliver value, and I look forward to discussing this further.

Yours sincerely,  
[Your Name]  
[Your Job Title]

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