You’re convinced that you want to attend NYPCMA Education Day event, and we really want you there; now it’s time to convince your boss! Customize this letter to help your manager understand why you should attend.

Dear **(NAME)**,

[PCMA](https://www.pcma.org/) is the leader in education for business events professionals around the world. [PCMA New York Area Chapter](https://newyork.pcma.org/) (NYPCMA) Education Day will offer an invaluable attendee experience and education to business event professionals. For this event NYPCMA will offer an intimate, small group learning experience that encourages a more organic approach to networking and building lasting relationships.

I believe that by supporting my participation on November 1, 2021, event at the Etc. Venues in NYC, I will further my professional development while gaining industry knowledge I can use to advance our organization.

**Reasons to go:**

* **Networking**. Relationships, especially ones centered on face-to-face opportunities, are imperative in the meetings and events industry. NYPCMA consistently brings top thought leaders and key influencers that you can connect with in person to gain insight and collaborate.
* **Education**. **[insert what you will learn from this session and how you will apply it to your role]**.
* **Representation**. Represent our organization and return with a contact list of individuals and vendors.

My projected costs for attending are **[insert cost]**. This includes registration, transportation, lodging, events, and meals.

I am willing to discuss the request and answer any questions you may have. I am confident attending NYPCMA Education Day would be advantageous for the organization and for my job performance. I hope you will consider my request and grant me approval to attend.

Thank you for your consideration.

Sincerely,