*E-Mail Copy Template*

*Copy and paste the text below into your email to your boss,   
and customize it to suit your needs and situation.*

Subject: **Requesting Approval to Attend Upcoming SAP Ariba Live Conference**

I’m requesting your approval to attend the [SAP Ariba Live conference in Amsterdam](http://www.aribalive.com/) on April 23-25, 2018. Here’s why I think it would be worth our time and investment:

As you well know, digitization is affecting every area of our business. It’s presenting us with some pretty exciting new opportunities. Like being able to predict and respond more effectively to customer and market demands in real time. To take advantage of these opportunities, I need to rethink how we connect with people and information today, as well as how buying and selling gets done. I’ve concluded that SAP Ariba Live is the best conference to help me do just that.

During this two-day, collaborative business commerce event, I would:

* Network with decision-making buyers from hundreds of leading companies
* Learn and share **best practices** with other professionals in our industry
* Meet with experts as they demonstrate **SAP Ariba’s solutions and services**
* Choose from nearly **100 educational breakout sessions**
* Attend several **keynotes by industry leaders**
* Walk through the SAP Ariba Marketplace to talk to **prospects and customers**

SAP Ariba Live is rated consistently as one of the can’t-miss events of the year. Attending buyers are director-level and above – 40 percent with senior titles – representing a wide range of industries and nearly 400 companies. And I can learn from other suppliers that are successfully using SAP Ariba Discovery to boost sales and transacting with buyers on Ariba Network.

As it pertains to my current and upcoming projects, I intend to apply the knowledge I gain in these specific ways:

* [Enter personal initiatives here]
* [Enter personal initiatives here]
* [Enter personal initiatives here]

Our estimated investment in my participation would be:

* Hotel €xxx
* Airfare €xxx
* Transportation €xxx
* Registration fee (early-bird rate until March 4) €xxx

**€x,xxx**

To share everything I learn with leadership and our team, I will assemble a post-conference report that includes an executive summary, key lessons, and recommendations to maximize our current and future investments with SAP Ariba.

As the early-bird rate expires March 11, I hope to hear back from you soon.