***You can easily modify the text in this letter to fit your personal situation. Text in red indicates either suggested guidance or an area to provide your own content.***

Dear [insert name here],

I wanted to make you aware of the following conference happening in October that I would like to attend:  
  
[**SAP TechEd Barcelona**](https://events.sap.com/teched-emea/en/home)  
8–10 October, 2019[**Fira de Barcelona, Gran Via**](https://www.firabarcelona.com/en/gran-via)Barcelona, Spain

SAP TechEd is the single best technical training program of the year offered by SAP. The experiences and content offered at this event are in alignment with both my personal development needs AND the interests of our organization’s development, growth, and success. The following is just a sampling of what my participation in this event could afford me and our organization:

[Choose the bullet points that are appropriate for your situation.]

* **I will learn about the intelligent enterprise and digital transformation.** Specifically, what it is, what it means to the evolution of our organization AND what I need to learn about the three relevant technology areas related to it, in order to contribute to our organization’s success:
  + The intelligent suite,
  + The digital platform,
  + The intelligent technologies.
* **I will see the SAP product roadmap** for the solutions that our team currently deploys.
* **I will receive in-depth training on SAP technologies and tools** that directly relate to the projects I am working on, including specific [sessions](https://sessioncatalog.sapevents.com/go/agendabuilder.sessions/?l=221&locale=en_US) that focus on <*Insert products and solutions*>.
* **I will have a unique and exclusive access to a thriving network of professionals** to share and gain knowledge.
* **I will gather knowledge, techniques, and materials that can be shared with our team** – and much of this learning can be implemented immediately into our own organization.
* **I will hear insights directly from SAP customers** – and learn from their own real-life experiences and best practices.
* **I will be able to schedule one-on-one time with SAP experts** for direct support on questions that we have.

To help in your consideration of my participation in this event, here is an overview of the expected costs:

|  |  |
| --- | --- |
| Airfare: | € [insert value here] |
| Hotel Accommodation | € [insert value here] |
| Registration Fee [Choose the fee that applies] | €2,250 early nerd rate  € 2,650 regular rate  € 2,750 last chance  Buy 4 Get One Free, group discount |
| Other Expenses/Meals (morning beverages, snacks and lunch are included in the conference fee) | € [insert value here] |
| Projected Total Costs: | € [insert value total here] |

I hope you will consider and conclude that this opportunity and its related practical, educational, and networking benefits to be a very worthwhile investment.

Thank you for your consideration.

<name>