Option 1:

[GREETING]

I would like to bring more value to my role at [COMPANY]. I believe I can do this by attending an online professional development and networking conference specifically for business-winning professionals.

On 7-8 March, in Barcelona, APMP’s BPC Barcelona 2024, which the Association of Proposal Management Professionals hosts, provides two days of educational sessions and networking events, including content on topics that apply to my role:

[indicate 5 sessions/activities that relate to your role. You could also outline the areas of your role that would be relevant to the sessions, and/or align the sessions to your company’s goals.]

Attending these seminars in one place will save the time and effort it would take to research each topic separately. In addition to bringing back fresh ideas and concepts from industry experts, I would be expanding my network of colleagues to support me in my current role by offering insight on best practices and navigating challenges as they arise.

I am happy to provide a report after the event to illustrate takeaways and experiences gained from the conference and methods on how these takeaways can be implemented.

I would be out of the office between [time frame for out of office].

The registration cost for BPC Barcelona 2024 is [member or nonmember rate].

Attending this conference is an invaluable opportunity for me to meet and learn from people who do exactly what I do. I would immediately apply what I learn to my current projects.

I appreciate your consideration of this investment.

[CLOSING]

Option 2:

[GREETING]

I am writing to ask for your support in attending BPC Barcelona, a conference hosted by the Association of Proposal Management Professionals. This conference offers two days of educational sessions and networking events tailored for business-winning professionals, with content directly relevant to my role:

[Indicate 5 or more sessions/activities that relate to your role. You could also outline the areas of your role that would be relevant to the sessions, and/or align the sessions to your company’s goals.]

This conference will help me to bring more value to my role at [COMPANY]. Learning from industry experts who do what I do, and gaining comprehensive insights all in one place will save considerable time, money, and effort compared to independent research.

I am committed to translating the knowledge gained into actionable strategies that can drive better business outcomes for our organisation. Post-event, I will provide a comprehensive report outlining the key takeaways and proposed implementations that align with our company’s objectives.

I would be out of the office between [time frame for out of office], and the registration cost is [member or nonmember rate].

I am confident that this investment will yield substantial returns for both my professional development and our organisation’s success, and I am enthusiastic about applying what I learn directly to our ongoing projects.

Thank you for your thoughtful consideration of this investment.

[CLOSING]