**To:**
**Sub:** Approval to Attend **[event name]**

I would like your approval to attend **[event name & date]**. This event is a unique opportunity for me to gain the knowledge and insight we need to solve our daily and strategic challenges.

This event offers a comprehensive menu of civil engineering programs that impressed me as being important to our organization’s current and future endeavors.

While I realize our budget is tight this year, this event is a solid investment in our organization that will result in immediate and longer term benefits.

My objectives in attending this event are:

* **Increase efficiencies and productivity, enhance performance to help the bottom line, and maximize our investment by sharing information and knowledge with you and our co-workers.**
	+ [Cite specific programs that will enable you to do this.]
* **Visit suppliers to find the latest tools to help our organization all in one place *(****if applicable****)*.**
	+ [List the Exhibitors]
* **Earn \_\_\_\_ PDHs to maintain my professional licensure.**
	+ [List the sessions you plan to attend as well as the learning outcomes and how they will benefit you, your team & your organization.]
* **Network with my peers from all over the country to benchmark and learn what they are doing to solve similar problems and launch innovative solutions.**
	+ [List networking opportunities including educational discussion groups, Exhibit-only time, and various social events.]

**[event name]** is truly the best, most comprehensive educational investment we can make in our organization all year. Difficult times make it more important than ever that we not miss the information and knowledge that can help us build for a better tomorrow.

**If I register by [insert date], I will save up to $[amount saved] on my registration fee.**  I hope you support my attendance.

Thank you for your consideration.

[Your name]