Dear **\_\_\_\_\_\_\_\_\_\_\_,**

I would like to attend the upcoming event, [Building Business Capability 2023](https://buildingbusinesscapability.com/). It takes place at Caesar’s Forum, Las Vegas, NV, USA from Monday, May 8 – Friday, May 12, 2023.

I have reviewed the agenda as well as the list of exhibiting companies and feel that it would be a worthwhile investment of time to benefit my professional development and **[insert your company name here]**,as the event aligns directly to the priorities of our department: **[insert your priorities here]**.

Building Business Capability (BBC) is an industry-leading event that provides relevant topics on issues that affect **the future of our business**.  BBC has been providing all levels of training for professionals over the past 13 years and is known for providing first-class education. BBC is bringing together the best and the brightest to share the latest trends in analysis and innovation – from case studies, user stories, and best practices for applying knowledge for business success. It is truly the industry’s “must-attend” event on pursuing business excellence.

At this year’s BBC, it is expected to have over 1,000 attendees from around the globe, giving me the opportunity to network with my peers and to exchange ideas, best practices, and lessons learned during the conference days. I will choose the training most relevant to our team initiatives, leveling up my skills and advancing my knowledge of the latest cutting-edge business technology.

Upon returning to the office, I will be able to share the best practices and lessons learned from leading experts and practitioners. I will learn how to avoid costly mistakes and will gain insight from the successes of others. I am especially interested in these topics that are relevant to our company’s situation and believe they will provide direct benefit back to the company upon my return:

* **[To be filled in by attendee]**

I can arrange for others to cover my responsibilities during the days I am attending the conference. Additionally, if we decide to send a team to the event, we can save by taking advantage of group rates (savings starting at $200 per person). I am seeking approval for the registration fee and travel expenditures. The conference package is **$\_\_\_\_\_\_\_\_ which is at a discounted rate as an IIBA Member**.  
  
Here is a complete breakdown of the conference costs:

* Airfare:   **$\_\_\_\_\_\_\_\_**
* Transportation: **$\_\_\_\_\_\_\_\_**
* Hotel: **$\_\_\_\_\_\_\_\_**
* Meals: **$\_\_\_\_\_\_\_\_**   (breakfast & lunch functions included in conference fee)
* Conference Fee: **$\_\_\_\_\_\_\_\_**
* TOTAL: **$\_\_\_\_\_\_\_\_**

Please accept this proposal to attend and I will confirm the details to attend.

Let me know if you have any questions. Thank you for your support.

Sincerely,

**<Your Name>**