



**How to use this document:**

*So you want to go to Benchtalk, but need to convince your manager? Have no fear! We wrote this handy letter you can send to win them over. Copy and paste the text below and edit it as needed to make your case. See you at Benchtalk!*

----- Copy and paste the text below -----

SUBJECT: Request to attend Benchtalk Europe, 2024

Hello [MANAGER NAME],

I'm writing to ask for approval to attend Benchling's flagship customer event, Benchtalk, with keynotes, educational breakout sessions, and hands-on training. Benchling drops their biggest product announcements at Benchtalk, and I'm excited to learn how we can use their latest tech.

It takes place in London on 23-24 October. You can learn more [here](#). Benchtalk is 1.5 days of learning and networking and will cover the latest best practices to maximize our Benchling investment on topics, including: **<or insert whatever you are excited about>**

- Effective activation of Benchling admins and user adoption
- Product deep dive and roadmap discussions
- Best practices for optimizing your structured data capture
- Machine learning and AI
- Free in-person, hands-on training

I plan to bring what I learn back to share with the team and volunteer to:

- Write a summary with key takeaways and tips
- Update the team on new Benchling features and best practices
- Host a lunch and learn for teammates who want to ask questions or learn more

**Here is an approximate breakdown of the costs:**

Airfare: \$XX

Hotel: (3 nights + tax) \$XX

Estimated T&E \$XX



Registration Fee\*: \$0

Total: **\$XX**

\*Benchling is not charging for the registration fee (value \$1000) which includes breakfast and lunch, and access to sessions, workshops, and networking. This is a HUGE cost saving!

Thank you for considering this request. I look forward to your reply.

Regards,

**[YOUR NAME]**