Opticon19 Conference Justification

Re: Opticon19, September 11-13, 2019 | San Francisco Marriott Marquis

Dear (NAME),

I would like to request your approval to attend Opticon19 taking place September 11-13, 2019 at the San Francisco Marriott Marquis. Opticon is Optimizely's flagship conference that brings together 1,000+ attendees from all around the world for two and a half days to see the future of digital experience optimization. The conference includes best practices, hands-on training, and an environment where I can not only learn how to drive innovation and transform organizations, but also connect with the best and the brightest minds in the industry.

I plan on spending my time identifying solutions and best practices to help drive the following initiatives, which are important to our organization:

• [add project or initiative]
• [add project or initiative]
• [add project or initiative]

Here's an approximate breakdown of conference costs:

Airfare	$ XX
Transportation (round trip taxi to/from airport & hotel)	$ 80
Hotel ($348 / night x 3)	$ 1,044
Meals ($60 / day x 3)	$ 180
Conference Registration* (varies by date registered)	$ 450-$ 850
Optional Training Add On	$ 450-$ 900
Total:	**$ XX**

*Registration fee includes all materials, breakfast & lunch daily and Presentation slides post-conference.

Please let me know if there are other things you would like for me to learn at the conference that will help us get more from our Optimizely investment. I am confident that my time at the conference will help us drive more efficiency and productivity across our organization. If you would like to learn more about Opticon19, here is the website: www.optimizely.com/opticon

I can schedule a post-conference meeting with you to provide you with a summary of all the major takeaways and tips I learned to maximize our ROI. I can also share relevant information with key personnel throughout the company.

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

Regards,
NAME