

**AA-ISP Conference Proposal**

To:

From:

Re: AA-ISP Inside Sales Leadership Summit 2017

I’m writing to ask for approval to attend AA-ISP’s Annual Inside Sales Leadership conference on April 18th – 20th in Chicago. It’s the largest gathering of Inside Sales Leaders in the world and will feature over 70 prominent Inside Sales experts and 800+ corporate leaders who will be on hand to share best practices, participate in hands-on training workshops, and to explore new technologies. Leadership Summit 2017 is in its 9th year and has earned a reputation as a content rich, learning based conference. The post-event surveys of past attendees have shown that attendance has helped them to improve management skills, team effectiveness, and sales results.

In particular, I’d like to focus on learning more about solutions or best practices that could benefit these projects, goals, and priorities I have for the upcoming months:

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

In addition to 52 breakout sessions, the conference offers the chance to problem solve and learn from other, like-minded experienced managers who similar lead inside sales organizations. The Solutions Provider Exhibits feature the latest technologies and tools which will also allow me to pick up new ideas to improve sales productivity and effectiveness.

There is also a pre-summit workshop on Tuesday morning which includes an in-depth work session on (XXX INSERT WORKSHOP TITLE HERE) that I would like to attend.

This conference should deliver incredible value. I believe that gaining insight from experts and fellow attendees alike will allow me to be more successful with implementing the above outlined priorities. This, in turn, will allow me to drive improved productivity and increased sales into the future.

**Here’s an approximate breakdown of conference costs:**

 Airfare: $ xxx

 Transportation (between airport and hotel): $ 50

 Hotel: (2 nights at $199) $ 400

 Meals: Included w/ registration

 Tuesday Pre-event Session $ 249.00\*

 Summit Registration Fee $1,195.00\*

 **Total: $ X,XXX**

\*Super Early Bird – ends 12/31/16

I’m currently working on ways to reduce overall expenses associated with attending this conference. **Also, the earlier I register the greater discount I can receive.** I’ll also submit a post-conference report that will include an executive summary, major takeaway’s, tips, and a set of recommendations to maximize the return on our investments in attending the AA-ISP Leadership Summit. 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,