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To: [Insert first name]

Subject Line: Here's why I can't miss Inkling Illuminate 2022

Hi first name,

I'd like to request your approval to attend this year's Illuminate conference in Las Vegas, NV, from October 23 - 26. This is the first chance in almost three years to take advantage of the in-person experience that makes Illuminate such a valuable event.

Here is what I will gain from Inkling Illuminate:

- Gain insights from other Inkling customers are using Inkling to solve their most important operational training and knowledge challenges
- Enhance my skills set in the platform through hands-on product workshops and best practices
- Connect with peers to find breakthrough solutions, and tons of business insights to bring back to the company.

Attending Illuminate will significantly help me with these projects within the Inkling Platform:

- [add project or initiative here]
- [add project or initiative here]

Here's an approximate breakdown of conference costs:

- Airfare: \$XXX
- Round-trip transportation between airport and hotel: \$50
- Hotel: \$250 per night
- Meals: \$30 each
- Full conference registration fee: \$695
- Total: \$X,XXX

Registering early will save up to \$300, and I'll be sure to share more information, including sessions I plan on attending, along the way. After the event, I'll share a summary of major takeaways, best practices, and recommendations to optimize our use of Inkling.

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

Regards,

(Insert Name/Signature Here)