Hey **[insert boss’ name]**,

I’m really interested in attending the Revenue Marketing Summit on November 29 & 30 in London (full details are at: <https://events.revenuemarketingalliance.com/location/london>) and I wondered if you’d be able to offer financial support for me to do so.

Revenue Marketing Alliance’s event is dedicated to supporting marketers through their business journey with the strategies, tactics, and methods needed to make an impact in our market.

The event is focused on breaking the everyday working cycle, connecting with like-minded professionals from around the world and getting practical advice to be more successful in our own businesses moving forward. It also grants us the opportunity to network with over 50 people in the same industry, in an intimate setting.

Between the content presented in 15+ sessions, training and keynotes, I plan to strengthen my skills in **[X], [Y], [Z]** and from the research I’ve done into the upcoming event, I think it will help with these goals of my current role at **[company’s name]**:

* **Goal #1:**
* **Goal #2:**
* **Goal #3:**

Ran by BBC Maestro, JLL, Finastra, HP, plus more, sessions include:

* Maximizing ROI with revenue attribution: Tracking and measuring marketing impact
* Optimizing the buyer's journey: Personalization and customer experience in revenue marketing
* Content marketing that drives revenue: Creating and optimizing effective campaigns

Lots of respected leaders within the field are talking about it and this is what one had to say about last year’s event:

‘*Such a superb experience and networking opportunity at Revenue Marketing Summit! Great insights,*

*engagement and speakers. Would absolutely attend the next event*.' ***-* ABM Specialist at LSEG**

I believe the Revenue Marketing Summit would equip **[company name]** with the quintessential knowledge to differentiate our services from our competitors, and given the payment plan options available to make the event financially viable, this would be a shrewd investment. As well as this, I’ll be sure to submit a post-event report including an executive summary, major takeaways, tips, and pictures from the event.

I’d be delighted to discuss this opportunity with you in further detail. Let me know if there’s anything else you need from me at this stage.

Thanks,

**[Your name]**