Dear **<Insert Name>,**

I would like your approval to attend **APQC’s 23rd Annual Knowledge Management (KM) Conference and pre-conference workshops** taking place April 16-20, 2018 in Houston, TX.

Here are just a few of the reasons I think it would be great for me (and our company) to attend:

1. APQC is the world’s foremost authority in knowledge management. Their conference is the longest running and recognized as the gathering place for veteran and new KM practitioners to share lessons learned and discuss how new ideas and technology are transforming the field.
2. A chance to connect with over 350 like-minded KM practitioners and business professionals from around the world.
3. Actionable sessions led by practitioners from brands that can share tangible best practices that we can apply to our business.
4. Inspiring keynotes that will invigorate me and reignite my passion and dedication to our company.
5. Access to case studies and success stories that will help us create or justify our own strategies.
6. Time to spend with speakers and attendees at networking events, lunches and breaks, for mini-brainstorming sessions and even simply some time to make a new connection.

Two full days of the conference (April 19-20) are dedicated to keynote presentations, general sessions, and breakout sessions to focus my attention on proven practices, tools, and techniques needed to deliver real results. Speakers will be citing specific examples of success and lessons learned which are directly applicable to my work and will help me to address issues we are dealing with currently.

Prior to the conference, APQC will also host workshops (April 16-18) to help grow my capabilities by offering hands-on workshops related to the work I do each day. It’s also another excellent networking opportunity.

I’ve broken down the approximate cost of my attendance at APQC’s 2018 KM Conference below:

Airfare: $xxx  
Hotel: $xxx  
Conference: $xxx  
Workshops: $xxx  
**Total:** **$xxx**

Upon my return, I will share key takeaways, including those that we can implement immediately, maximizing our improvement initiatives and impacting our bottom line.

Thank you for your consideration of this request. APQC is offering a super early-bird discount and an early-bird discount for the conference if I register by December 1/March 9 respectively. Therefore, I appreciate your immediate attention to my request.

Regards,