

Hey [insert boss' name],

I'm really interested in attending the **Product-Led Summit** on **October 14** in [Berlin](#) and would like to enquire if you'd be able to offer financial support for me to do so.

Product-Led Alliance's event is dedicated to supporting Product professionals through their business journey with the strategies, tactics, and methods needed to make an impact in our market.

This is not your typical event. In fact, it's more 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.

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 **9+** industry powerhouses from **Babbel, Zalando, Wire, HeyJobs** & more, sessions include:

- **Building a product culture: Empowering your team to be product-obsessed**
- **Navigating economic headwinds and market shifts [panel]**
- **The 10 questions of strategy**

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

"People can get together, learn from each other, network and identify new strategies, to simply, help do our jobs" - Angelia McFarland, Dell EMC

I believe Product-Led 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]