

Hey [insert boss' name],

I'm really interested in attending **Product Marketing Summit** on [date] in [location] (full details are at: [website url]) and would like to enquire if you'd be able to offer the financial support for me to do so.

Product Marketing Alliance's event is dedicated to supporting **Product Marketers** 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. Last year, more than **150+ PMMs** people were there.

Between the content presented in the [number of sessions], trainings 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 [insert X, Y, Z top company names speaking at the event], plus more, sessions include:

- **Session #1:**
- **Session #2:**
- **Session #3:**

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

"I'm glad I attended Product Marketing Summit; its rare I get an opportunity to focus solely on the functions of Product Marketing outside of the day-to-day. I'm walking away with a plethora of ideas I want to implement across my team." -
Director of Product Marketing at Trimble

I believe Product 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]