

# Request To Manager Email Template

By Joe Colantonio

Hey, thanks for checking out this email template I've put together for you.

**Goal:** If your company has an education budget set aside for employees...then you may want to send an email to your manager to get their approval for you (and your team) to reserve lifetime access to the Automation Guild 2025 online conference.

On the next page, you'll find a **modular email template** that you can customize as per your personal, your team's, and your company's requirements.

In fact, this email template has been "put together" based on successful emails sent by attendees of the Automation Guild Conference to request their companies to invest in their tickets.

So here's what you need to do:

**Step 1:** Click on File > Make a copy

**Step 2:** Edit the email template to suit YOUR specific needs

**Step 3:** Send the finished email to your manager for approval

And feel free to share this doc (File > Share) with anyone who might find it useful (:

Let's get into the template now...

## **Email Template:**

Hello [Manager's Name],

I would like to let you know that there has been a lot of excitement on my team about **Automation Guild 2025 - an annual online E2E automation conference** that took place from **February 10th - February 14th, 2025**.

Automation Guild is the largest online conference in the world, focused on test automation with diverse presenters from around the world that are well-known in the test automation community.

Following are some of the major benefits I think my team and I can get by getting lifetime access to this conference:

1. **Understanding the full automation stack:** This year's Automation Guild conference covered a wide range of testing topics (full-stack automated testing) including automation strategy, different tools and techniques for writing maintainable robust automated UI tests, API testing, Performance Testing, Security, Mobile Testing, and more.
2. **Learn about automation strategy, design patterns, and industry best practices:** While some of the topics seem specific to a language/framework, there are several topics about test automation strategy. The techniques and design patterns presented are generally universal and can be applied regardless of the technology stack.

This will open the world of automation to our testers (both experienced and newbies) and help them become better automation engineers.

3. **Networking opportunity:** This online conference will also allow our testers, developers, and QAs to network and interact with 2600+ software professionals in the Automation Guild community from very diverse backgrounds and different experience levels, and thus will provide them with a wide range of contacts as well as resources - throughout the year.
4. **Paving a path towards innovation:** There are sessions that covered cutting-edge topics that are geared toward future-proofing testing skills. Whether this aligns with our current business needs or not, the techniques used

to test these bleeding-edge technologies will expand our skills as automated testers and push the envelope for innovation in the long run.

5. **Overall a great value:** Lastly, we will also get lifetime access to the recordings of all actionable video training (+ dedicated Q&A) sessions, online chat transcripts, and any resources shared during the event.

[Automation Guild '25](#) has 2 levels of tickets:

- ◆ The 3-Day Conference (only functional automation sessions) is only \$227 per person.
- ◆ The Complete 5-Day E2E Conference (both functional and non-functional automation sessions) is only \$327 per person.

But right now, as a new member of TestGuild, **we can get a flat 30% off the 3-day event ticket or the 5-day event ticket.**

Both types of tickets are backed by an **unconditional 180-day money-back guarantee**, which is a great value compared to other online conferences.

I think this will be a great opportunity for all our team members to learn and upgrade our skill set. In fact, I would also advocate for some developer leads/tech managers to join, too.

To my knowledge, our organization has some financial resources allocated for educational purposes. I am therefore kindly requesting for you to approve the budget for getting access to this conference.

If you need further details about the conference topics or a list of interested attendees from my team, please don't hesitate to contact me.

Regards,  
[Your name and title]