

Dear [Boss name],

I would like to attend [Pendomonium](#), Pendo's annual user conference and product festival, in Raleigh, NC, from October 7 to 9, 2024.

Attending Pendomonium will not only give me the skills and training necessary to maximize our investment in Pendo but also expose our brand to leaders and decision-makers across the [product management] space. I'll be able to check in throughout the event and plan to attend the sessions that best align with our team's strategic initiatives.

Here are a few of the reasons I believe sending [me / our team] to Pendomonium is a smart investment for our business. I'll:

1. Learn new skills from Pendo users and SMEs—from foundational use cases to advanced tactics—that we can apply in our organization
2. Be the first to learn about Pendo's latest product releases so I can form a clear point of view on how we can use them
3. Have the opportunity to network with leaders and decision-makers that could yield exciting opportunities for our business.
4. Hear insights and inspiration from thought leaders on the most pressing topics and ideas in our industry.

Last year, Pendomonium drew over 1,300 attendees from around the world—from companies ranging from small startups to global enterprises. The event featured breakout sessions from over 50 speakers who are also leveraging Pendo to achieve their digital adoption and digital transformation goals.

The learning opportunities are endless, and I can't wait to bring all of this knowledge back to our team.

Thank you,

[Your name]

EVENT DETAILS

- **Date:** October 7–9, 2024.
- **Location:** Martin Marietta Center for the Performing Arts in Raleigh, NC.

- **Cost:** \$1,199 for the full two-day Pendomonium experience (including meals).
- **Add-on workshop:** \$600 for the [Workshop name] full-day add-on course, onsite with the Pendo and Mind the Product teams.