

Hey [insert boss' name],

I'm really interested in attending the **Product Marketing Summit** on **October 29 & 30, 2025**, in **Boston** ([full details can be found here](#)) 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.

It's 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 **200+ PMMs** were there.

Between the content presented in the many 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:**

Here are some of the sessions I'm particularly excited about:

- **State of product marketing: Cut the noise, drive results**
- **Measuring the Unmeasurable: The Evolving Science of Product Marketing Metrics**
- **Messaging for the moment of doubt: How to overcome buyer inertia**
- **Re-architecting Growth: PMM Lessons from Transforming GTM Around a Platform Strategy**
- **When to kill a launch: Hard calls and high stakes in product marketing**

This summit is a chance to hear from industry leaders from companies like **JPMorgan**, **HackerOne**, **Pendo**, and more.

Last year, over **200 PMMs** attended, and the insights shared were incredibly valuable.

This is what one had to say about last year's event:

"The Product Marketing Summit was an unrivaled opportunity to connect with extremely talented PMMs and get fantastic new insights." - Product Marketing at **Atlassian**

By attending, I believe I can bring back valuable insights to help **[company name]** differentiate itself from competitors, and **#GTM25** will offer additional resources that will be directly applicable to our goals. Plus, with payment plan options, this would be a highly cost-effective investment for our team.

I'll be sure to share an **executive summary**, key takeaways, and photos from the event once I return to ensure the value is felt across the team.

Please let me know if you'd like to discuss this further or if you need any additional information. Thank you for considering this opportunity



Thanks,
[Your name]