Hi **[insert boss' name],**

I'm interested in attending **Sales Enablement Summit Singapore** on **October 30**. Full details here.

I would like to inquire whether there is a potential for you to offer financial assistance to support my attendance.

Organized by **Sales Enablement Collective,** this is specifically designed to assist enablement leaders in their professional journey by providing the necessary strategies, tactics, and methods to make a significant impact.

Through a diverse range of content offered in the form of networking opportunities, brainstorming during roundtable discussions, and insightful keynotes, I firmly believe that it will greatly contribute to achieving our current goals:

- **Goal #1**
- **Goal #2**
- **Goal #3**

Sessions that will assist in achieving said goals are:

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

Many respected leaders within the field are talking about it and this was the sentiment regarding last year's Summit:

"The event was lively, energetic, full of great ideas, resources, and an excellent way to spend my day. I already can't wait for the next one!" **- Director of Change Management & Sales Enablement, HP**

"The SEC provides some of the best content for enablement professionals in the industry. Their events are helpful no matter how many years of experience you have in enablement, and the community is a great place to meet new people and share ideas." **- Enablement Business Partner, Salesforce**

"Fantastic to meet with passionate and experienced sales enablement professionals who are all wrestling with similar challenges." **- Senior Global Enablement Lead, LinkedIn**

I believe the Summit will provide **[company name]** with essential knowledge to take our enablement function to new heights.

Please let me know if you need any additional information at this stage.

Thanks,

[Your name]