

Hey [insert boss' name],

I'm really interested in attending the **Product Marketing Summit** on **March 26, 2025** in **Paris** ([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.

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 **100+ 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:**

Ran by **Salesforce, Qonto, Google, Havaianas**, plus more, sessions include:

- Storytelling that sticks: Tailoring your message for the ideal customer profile
- Empowering regional teams: Scaling flexibility, autonomy, and sales enablement
- Mastering prioritization and resource allocation as a PMM
- Navigation product marketing across sectors: Bridging strategies in startups and large enterprise organizations

Lots of respected leaders within the field are talking about it and 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**

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]