Dear **\_\_\_\_\_\_\_\_\_\_\_,**

I would like to attend Building Business Capability 2023. It takes place at Caesars Forum, Las Vegas, from Monday, May 8 – Friday, May 12, 2023.

I have reviewed the agenda as well as the list of exhibiting companies and feel that the return on the investment would be a major benefit as the event aligns directly to the priorities of our department: **[insert your priorities here]**.

Building Business Capability (BBC) is an industry-leading event that provides relevant topics on building capabilities across people, product, knowledge and data, including issues that affect our current business as it relates to **[insert discipline here – ie: business analysis, business architecture, product management, rules, modeling, etc]**. BBC has been providing introductory, intermediate and advanced level training for professionals over the past 13 years and is known for providing first-class education and training - it is truly the industry’s “must-attend” event on pursuing business excellence and competitive capability.

The conference includes over 1200 delegates and speakers from 29 countries. I will have the opportunity to network with my peers from around the globe in order to exchange ideas, best practices and lessons learned during the conference days that offer over 80 sessions and 20 tutorials.

I believe that my attendance will be a cost-effective investment for the company. Upon returning to the office, I will be able to share the best practices and lessons learned as presented by leading experts and practitioners. I will learn how to avoid costly mistakes and will gain insight from the successes of others.

I am especially interested in these topics that are relevant to our company’s situation and believe they will provide direct benefit back to the company upon my return:

**[To be filled in by attendee]**  
**[To be filled in by attendee]**  
**[To be filled in by attendee]**

I can arrange for others to cover my responsibilities during the days I am attending the conference. Additionally, if we decide to send a team to the event, we can save by taking advantage of group rates (savings starting at $200 per person).

I am seeking approval for the registration fee and travel expenditures. The conference package is **$\_\_\_\_\_\_\_\_** .  
  
Here is a complete breakdown of the conference costs:

* Airfare:   **$\_\_\_\_\_\_\_\_**
* Transportation: **$\_\_\_\_\_\_\_\_**
* Hotel: **$\_\_\_\_\_\_\_\_**
* Meals: **$\_\_\_\_\_\_\_\_**      (breakfast &  lunch functions included in conference fee)
* Conference Fee: **$\_\_\_\_\_\_\_\_**
* TOTAL: **$\_\_\_\_\_\_\_\_**

Please accept this proposal to attend as I’m confident in the significant return we will receive for the investment.

Thank you for your consideration,