***Cut and paste the following into an email today, tailor it a bit and hit send…***

***See you in San Diego, California!***

Dear [Boss],

I am very interested in attending the 2018 Enterprise Data World Conference in San Diego, California on April 22-27, 2018.

The 22nd Annual EDW Conference has over 800 Data Management attendees and 120+ speakers offering workshops and tutorials! I am really interested in the classes on [pick from topics: Enterprise Information Management, Data Governance, Analytics, Master Data Management, Data Quality, Architecture, Data-driven Business, Modeling, Metadata and Big Data].

I know you’ve mentioned that we should get better at [insert current needs]. Attending these conference sessions will help me acquire skills that I can put into action immediately.

Registration Prices (If we register by February 2):

* Full Event (Sunday-Friday): $2,695
* Conference + Tutorials (Sunday-Thursday AM): $2,395
* Conference + Seminar (Tuesday-Friday): $2,395
* Conference Only (Tuesday-Thursday AM): $1,895
* Tutorials Only (Sunday-Monday) OR Seminar Only (Thursday PM-Friday): $1,045

Compared to other conferences, I think they offer a really great value for this level of intense education. I would really look forward to attend the conference for [X days].

Please approve the registration price plus my travel expenses as follows:

* Registration Price: $
* Airfare: $
* Hotel: $219.00 (per night + tax)
* Transportation: $15 (taxi to and from airport)
* Meals: $ (several meals are included in the registration price)

TOTAL: $

Please let me know if you have any questions. Here is the website if you want to take a look: <http://www.EnterpriseDataWorld.com/>

I really appreciate your consideration!

Thanking you in advance,
Your Signature