**Cut and paste the following into an email today, tailor it a bit and hit send… See you in Austin!**

Dear Boss,

I am very interested in attending the Enterprise Data World Conference in Austin held April 27- May 1, 2014.

The conference is very successful, it’s the 18th Annual EDW event and they have over 800 Data Management attendees. The program has over 120 speakers offering workshops and tutorials on how we can manage our data cheaper and more efficiently. 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 March 21):

All Five Days: $1,795.00

Three Days: $1,495.00

One Day: $895.00

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: $175 (per night + tax)
* Transportation: $90 (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