Hello [Insert Manager's Name],

I'm seeking your permission to attend BriForum - a desktop and application virtualisation conference on 19-20 May, 2016 at the etc venues – St. Paul's in London.

BriForum 2016 is a two-day event that offers 30+ technical sessions on desktop and application virtualisation, VDI, enterprise mobility, BYOD, DaaS and more. Over 250 virtualisation professionals from around the globe will be in attendance.

BriForum's content-led educational program is focused entirely on delivering apps and data to our users need in the most secure and efficient way possible – all without sacrificing the user-experience. By attending, I'll be able to gather and bring back to the office a variety of strategies for desktop delivery as well as critical insight into industry trends that impact those efforts – from Windows 10 adoption to hyper-convergence to application management for virtualised and cloud environments to identity management.

In particular, I'd like to focus on finding solutions or best practices that could benefit these projects:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

Here's an approximate breakdown of conference costs:

Airfare:	£ xxx
Transportation (between airport and hotel):	£ xxx
Hotel:	£ 240 per night
Registration Fee:	£ 700 [check for current price]
Total:	£ **X,XXX**

I'm currently working on ways to reduce expenses, including hotel discounts, ride sharing, and meals with vendors. ***Also, the earlier I can register, the cheaper it will be as the *discounted hotel rate will expire.*** I'll also submit a post-conference report that will include an executive summary, key takeaways, tips, and a set of recommendations to maximize our current investments. I can also share relevant information with key personnel throughout the company. Lastly, by attending I will gain access to exclusive videos of not only BriForum London 2016 presentations, but BriForum US 2016 presentations as well.

You can learn more about the conference and expo on the BriForum 2016 website here: http://briforum.com/2016/Europe

Sincerely,

[Insert Your Name]