

Dear <Manager's Name>:

I would like to attend Jenkins World 2017: August 28-31. I have reviewed the 2017 agenda as well as the list of exhibiting companies and feel the return on the investment would be a major benefit for our IT organization. The event aligns directly to the priorities of our department:

[insert your priorities here].

It's a very good value for the level of Jenkins and DevOps education. In three-days, I'll have access to:

- Over 55 educational sessions for Jenkins users, given by Jenkins experts
- Keynote presentations covering the latest Jenkins and DevOps trends
- ~20 hours of streamlined vendor access
- Over 24 hours of networking with Jenkins and DevOps experts
- A FREE Jenkins certification exam with the purchase of a full conference registration (\$150 value).

I am seeking approval for the registration fee and travel expenditures. The full conference price is \$599 US if I register by June 30. Here is a complete breakdown of the conference costs:

- Airfare: \$XXX
- Transportation: \$XXX
- Hotel: \$XXX
- Meals: \$XXX (breakfast and lunch included in conference registration fee)
- Conference Registrations: \$XXX
- Add-On Workshops and Training: \$XXX
- TOTAL:

There are a number of strategic and tactical how-to presentations on ways to optimize software pipeline processes, as well as how to cost-effectively expand our existing Jenkins capabilities so we can deliver more with limited resources. A few of the presentations that I plan to attend include:

1. [List Top 3 Sessions Here]
2. [List Top 3 Sessions Here]
3. [List Top 3 Sessions Here]

I've also reviewed the exhibitor list and there are a number of vendors participating that I plan to evaluate for us, for future consideration. In addition to the exhibit showcase and product demonstrations, I plan on scheduling private vendor briefings onsite with [Vendor A, Vendor B, Vendor C.]

I'll also be able to build new business relationships and share best practices with other attendees facing the same software delivery challenges that we face. This event has user/case study presentations given by other Jenkins users on topics relevant to our priorities, including [Topic A, Topic B, Topic C].

Other staff members in our organization will also be able to benefit from my attending Jenkins World, as I will meet with the team when I return to summarize recommendations and action items and circulate a detailed actionable trip report. Note: There is a group discount (5+ people, must register at the same time) available for the whole team to attend. For five or more people, we save \$100 on each pass - and get the equivalent number of opportunities for our team to take the Jenkins certification exam.

Please accept this proposal to attend, as I'm confident [insert company name] would benefit from this investment.

Thank you for your consideration.

Your standard close