

## SAMPLE LETTER

Dear [Manager],

I'm requesting approval to attend the ITS World Congress in Hamburg from 11-15 October 2021.

This 5-day event is a great opportunity to learn about the latest technologies and policy developments in the area of smart mobility and digital transport with plenty of sessions focused on Smart Cities, MaaS and Automation. I will also have the opportunity to network with some of the biggest influencers and decision makers in the Intelligent Transport Systems industry.

Here are a few ways my attendance will help the team:

- **Competitive research** — I'll be directly exposed to key players from other leading companies. This is a chance to see our competition up close and stay ahead.
- **Comprehensive education** — I'll get expert insights on the trends and developments happening now via panels, presentations, and hands-on workshops.
- **Supplier analysis** — I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.
- **Quick & effective networking** — With 3000 attendees and suppliers together under one roof, I'll reach a lot of people quickly, forging new relationships for our company.

The expenses I'd incur would be *[insert based on worksheet entries]*.

Please let me know if you need any additional information to help make your decision. Thank you for considering my proposal.

Sincerely,

[your name]