



The 2024 World BRMConnect Conference Convince Your Boss Letter

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To: [Insert first name]

Subject Line: Here's why I can't miss the 2024 World BRMConnect Conference

Hi [first name],

I'd like to request your approval to attend this year's BRMConnect conference in San Juan, Puerto Rico from October 21-23, 2024. BRMConnect is an invaluable opportunity to learn how to leverage the latest trends and techniques in BRM and strategic partnership solutions, including how to maximize ROI and help us connect with our partners in new ways. I'll get access to 30+ sessions, hands-on workshops, software demos, opportunities to network and connect with BRM experts and peers, and game-changing business solutions to bring back to the company.

Attending BRMConnect will significantly help me with these projects:

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

Here are some examples of past sessions that would help with my projects:

- [session title 1]
- [session title 2]
- [session title 3]

Attending BRMConnect delivers a consistent, positive impact on driving business results forward, and my goal is to bring back key learnings to influence this kind of impact at our organization. For example, attendee feedback below...

- 96% said they were able to apply the techniques learned to their organization immediately
- 93% said they learned something that helped them solve a business challenge
- 91% of attendees said they would bring their CXO to this event
- 94% of attendees said BRMConnect was the best learning event of their career
- 95% said that BRMConnect not only met, but exceeded their expectations

Here's an approximate breakdown of conference costs:

- Airfare: \$XXX
- Round-trip transportation between airport and hotel: \$50
- Hotel: \$379+ tax per night
- Meals: \$30 each
- Full conference registration fee: starting at \$1,499
- Total: \$X,XXX

If given the chance to attend, I'll be sure to share more information, including sessions I plan on attending and the value it'll bring to our company. After the event, I'll share a summary of major takeaways, best practices, and recommendations to optimize our use of Salesforce. Thank you for considering this request. I look forward to your reply.

Regards,

[Insert Name/Signature Here]

* Based on the 2024 Salesforce survey of 1,386 in-person Dreamforce 2023 attendees.