DigitalXChange “Convince Your Boss”

To:

From:

Re: DigitalXChange ‘17

I’m writing to request permission to attend Applause’s first annual user conference, DigitalXChange ’17, on October 24 in San Francisco.

Leading brands like Google, Uber, Audible, Dow Jones, NFL, Fox Networks, Move Inc. and more will be on stage to discuss software innovation and how to leverage crowdtesting to drive digital quality and design.

At DigitalXChange, I’ll have the opportunity to:

* Attend breakout sessions and panel discussions about how to leverage new tech trends to improve our software
* Discover how some of the top brands maintain high-quality consumer apps, websites, and other digital properties
* Learn industry best practices about releasing new software and pitfalls to avoid
* Hear about the future of the connected world—and when and how we need to leverage it
* Utilize on-site digital experts that can provide advice about moving our projects forward
* Network with industry experts and create new connections for our company
* Gain knowledge on implementing quality assurance and automation from leading brands
* Understand how to increase development and release velocity
* Learn about running global mobile payments and trends in eCommerce

In fact, I believe attending DigitalXChange will help me move these specific initiatives forward:

- [insert project/initiative]

- [insert project/initiative]

- [insert project/initiative]

I'd like to register now to take advantage of their special conference pricing. [insert current pricing]

I am confident that attending DigitalXChange will increase my value to our organization, and I look forward to sharing my key learnings with the rest of the team.

Check out their website if you want to learn more about the event: <https://www.applause.com/dx-change/>.

Thank you for considering this request. I look forward to your reply.

Best,

[name]