Re: Messagepoint Content Centricity 2020, February 26-28, 2020 in Orlando, FL

<Date>

Dear <Decision Maker>,

I would like to request funding to attend the **Messagepoint user conference -** **Content Centricity 2020 taking place February 26-28 in Orlando, FL.**. The conference will help us find new ways to optimize our use of Messagepoint by gathering insights from some of the brightest minds in customer experience and customer communications. This event attracts more than 100 attendees and is designed to offer exceptional educational and networking opportunities.

Many of the conference attendees are Fortune 500 employees in the financial services, insurance, healthcare and consulting industries in roles ranging from managers to executives. This diverse attendee base will maximize my opportunities for sharing ideas and solutions to bring back and implement at <Company Name>.

The format includes one day of optional Messagepoint training (offered at a discounted cost) on Wednesday, February 26 and one and a half days of conference sessions from Thursday, February 27 to Friday, February 28. There many opportunities to gather tangible insights into subjects important to our organization such as how to optimize our use of Messagepoint, as well as, how to leverage AI to improve the content in our communications, digital transformation, customer experience and topics around improving business through a content-centric strategy. <Add specific sessions from the conference website to customize for your organizations needs and interests>

Outside of the training and sessions, there will be many opportunities for me to meet and build relationships with other customer marketing and communications professionals from all over North America and Europe who may serve as key contacts for both present and future initiatives at <Company Name>.

**<The numbers in brackets below will need to be adjusted to reflect the current**[**pricing**](http://www.contentcentricity.com/#ticket)**. The travel costs vary as well and should be changed to reflect your costs.**>

The full price conference fee is <$xxxx>, but can be reduced by registering before the early bird deadline on November 30th, 2020.

<**You will need to insert your travel cost numbers here**>  
Here is the breakdown of conference costs:

|  |  |
| --- | --- |
| Conference Registration | <$xxxx> |
| Post-Conference Training | <$xxxx> |
| Flight | <$xxxx> |
| Hotel | <$xxxx> |
| Transportation to / from hotel | <$xxxx> |
| Meals | <$xxxx> |
| **Total** | <**$xxxx**> |

*\*Conference registration fee includes materials, breakfasts, lunches and all post-conference receptions*

Attending Content Centricity represents an appropriate use of our training and professional development budget and I am confident that my attendance will pay dividends. Upon my return, I will provide you and the team with details outlining lessons learned and my recommendations.

I appreciate your consideration of my request. If you require any additional information, please let me know.

Sincerely,

<Insert Name>