Hi [Manager Name],

I would like to attend WF&FSA’s 2018 Floral Distribution Conference (FDC), October 16-18, in Miami, FL. Every year, this event continues to grow and attracts the experts in the wholesale floral industry from all across the world! I will learn what’s going on in the industry and how today’s trends can be incorporated into our practices to advance not only my professional development, but also the bottom line of [insert your organization’s name]. This is also a great opportunity to find out what similar organizations are doing to tackle similar challenges our company faces.

Additionally, networking is an enormous part of this event! Coming together with wholesale floral professionals and hearing what colleagues are doing—or not doing, for that matter—provides invaluable learning opportunities.

Throughout the two and half days of this event, I will have access to:

* Over 7.5 hours of face to face time with customers and prospects in the Table Top exhibits;
* Direct interaction and engagement with individuals who are considered global experts in the floral industry;
* Interaction with the latest technologies and trends in our industry, which may impact my role and our team at [organization name];
* Networking with an estimated 900+ peers to share best practices, ideas and learning.

My projected costs for attending FDC 2018 are [insert cost from FDC 2018 Expense Worksheet]. This includes registration, transportation, lodging, and meals.

FDC 2018 is integral to my professional development. Rather than having to attend multiple events or schedule various customer appointments throughout the year, this one event will cover our company’s needs. I will bring back new ideas, best practices, and solutions that we can implement right away. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and [insert organization name] forward.

I have also included additional information regarding FDC 2018 that will help in understanding the value in attending [include “Value in Attending” and “Infographic” as addendums]. I hope you will consider my request and grant me approval to attend.

Thank you for your consideration.

Sincerely,

[Your Name]