Dear (amazing boss),

I’d like to ask for approval to attend [**Advocate Marketing Academy 2022**](https://advocatemarketingacademy.com/ama-usa-2022/) taking place in Menlo Park, California, on May 18th & 19th. There are plenty of content marketing and customer experience conferences out there, but this is one of the only events dedicated solely to customer advocacy. As such, it’s a unique opportunity to pick up best practices from other tech companies’ customer advocacy programs to help shape our
own program.

After two years working remotely, getting together with my peers again, face-to-face will really help to get the creative juices flowing, which will be good for me, but it will also help the company to:

* **Avoid mistakes.** We’ll learn what works and what doesn’t when it comes to customer advocacy programs from companies that have been through it all before, which could help us avoid pitfalls in the future
* **Pick up some tips.** Speakers from tech companies of all sizes will be sharing best practices so we’ll be able to get advice on areas of the program that we want to strengthen
* **See what’s new.** Customer storytelling has changed a lot over the past two years so it’s a chance to see some of the latest and greatest customer content ideas
* **Refresh and recharge.** Getting out of the office and away from the desk will help us to refocus and reinvigorate on our 2022 customer advocacy strategy

A ticket for both days of the event is just $850 if we book before March 31st. I really appreciate you considering this – it’s something that I’m very excited about and am sure could add enormous value throughout the rest of the year.

Numbers are limited so let’s book it now before it sells out.