Dear (amazing boss),

I’d like to ask for approval to attend [**Advocate Marketing Academy 2023**](https://advocatemarketingacademy.com/ama-usa-2023/) taking place in Menlo Park, California, on 13 & 14 June 2023. 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.

AMA has been running for 15 years and the USA event in 2022 had amazing reviews. With so much remote working I believe it’s more essential than ever I get 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 2023 customer advocacy strategy

A ticket for both days of the event is just $990 if we book before March 28. 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.