

# Dreamforce 2023 Convince Your Boss Letter

*To share this with your manager, just copy and paste.*

To: [Insert first name]

Subject Line: Here's why I can't miss Dreamforce 2023

Hi [first name],

I'd like to request your approval to attend this year's Dreamforce conference in San Francisco from September 12–14. Dreamforce is an invaluable opportunity for me to learn how to leverage the latest technology to stay at the forefront of innovation and maximize ROI while delivering exceptional experiences for our customers.

I'll get access to thousands of game-changing sessions, hands-on learning workshops and demos, opportunities to network and connect with Salesforce experts and peers, and breakthrough business solutions to bring back to the company. The future of business is AI + Data + CRM, and it's all at Dreamforce.

Attending Dreamforce will significantly help me with these projects:

- [add project or initiative here]
- [add project or initiative here]

Attending Dreamforce delivers a consistent, positive impact on driving business results forward, and my goal is to bring back key learnings to influence this kind of impact at our organization. For example, attendees at Salesforce events report the following:

[pick stats most relevant to your Dreamforce experience and business objectives\*]

- 93% learned something that helped solve a business challenge\*
- 93% learned something that created greater efficiencies or saved time\*
- 90% learned solutions or tools that could help better engage and/or connect with customers\*
- 89% discovered a new tool or product that helped them or their business\*

Here's an approximate breakdown of conference costs:

- Airfare: \$XXX
- Round-trip transportation between airport and hotel: \$50
- Hotel: \$385+ tax per night
- Meals: \$30 each

- Full conference registration fee: starting at \$1,499
- Total: \$X,XXX

If given the chance to attend, I'll be sure to share more information, including sessions I plan on attending and the value it'll bring to our company, along the way. After the event, I'll share a summary of major takeaways, best practices, and recommendations to optimize our use of Salesforce. Thank you for considering this request. I look forward to your reply.

Regards,

[Insert Name/Signature Here]

\* Based on the 2023 Salesforce survey of 2,537 in-person Dreamforce 2022 attendees.