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To: [Insert first name]

Subject Line: Here's why I can't miss Dreamforce 2022

Hi first name,

I'd like to request your approval to attend this year's Dreamforce conference in San Francisco, from September 20–22. This is the first chance in almost three years to take advantage of the in-person experience that makes Dreamforce such a valuable event.

I'll get hands-on learning opportunities, endless moments to network and connect with peers to find breakthrough solutions, and tons of business insights to bring back to the company. There's nothing quite like interacting with thought leaders, visionaries, and Salesforce experts to get a front-row seat on ways to drive customer success and innovation.

Attending Dreamforce from September 20–22 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 that:

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

- 87% learned something that helped accelerate business growth
- 89% saved time by learning something that created efficiencies in their business
- 86% solved business challenges with something they learned at Dreamforce
- 83% 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: \$400 per night
- Meals: \$30 each
- Full conference registration fee: \$1,299

- Total: \$X,XXX

Registering early will save up to \$700, and I'll be sure to share more information, including sessions I plan on attending, 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)

* Results are based on a survey conducted from May 25–June 1, 2022, and completed by 725 U.S.-based attendees of Salesforce events (World Tours, TrailblazerDX [formerly TrailheaDX], Connections, and Dreamforce) between 2016–2021. Some responses were gathered as part of a Salesforce sweepstakes.