Re: WebexONE, the premiere collaboration event of 2020

Hello [MANAGER NAME],

With my mandate to enable a frictionless collaboration experience at our company, I am seeking approval to attend Cisco Webex's conference called WebexONE. This global event takes place September 14-16, 2020 at the Mandalay Bay in Las Vegas, Nevada. WebexONE provides a 2-day educational platform with in-depth training, innovative insights, and direct access to experts on the hottest topics in collaboration. This will be an invaluable opportunity to gain practical insights and hear success stories from IT professionals and executives who are facing similar challenges to ours. I believe we'll get critical insights to help us succeed in projects like [PROJECT 1] and [PROJECT 2].

Beyond that, there are many of opportunities to meet one on one with Webex executives and engineers, attend hands-on workshops, learn adoption best practices, hear how other companies are succeeding, and to gain technical knowledge. I especially look forward to learning about the future of work with AI and machine learning, data encryption and security, how to simplify collaboration management, along with other trends - and then sharing these insights with our team.  
  
No other collaboration technology has the global reach and user base that Cisco Webex has. Every minute of every day, millions of people rely on Webex to collaborate with their teams, partners, and customers. The insights I can gain and the relationships I can build will be unprecedented, and I believe that I will come away from this event ready to take action and implement these learnings to help our organization create magical teamwork and customer experiences  
  
I estimate that my attendance at this event will cost [$ HERE] - which includes travel, accommodations, and registration. Let me know if you're on board and we can work together to plan out pre-event and post-event action items.​

Looking forward to your thoughts,​

[NAME]