**CallidusCloud Connections (C3) Conference 2017  
Proposal to Attend**

To:

From:

Re: C3 2017 - Proposal to Attend

I am writing to request your approval to attend the CallidusCloud Connections (C3) 2017 cloud and industry conference September 18-20 at the Wynn in Las Vegas.

With three days of learning, collaboration, training, product and technology sessions, customer panels, and hands-on demos, C3 will provide real-life examples of how we can enhance our learning programs, automate tasks and communication, make our programs more effective, and increase the productivity of our organization.

The conference includes keynotes from top industry analysts and experts on the most critical new learning and development trends, best practices, and networking to give me the tools I need to get the best outcomes from our training initiatives. The benefits are significant, and include:

* Intensive learning: With hands on networking, cutting edge best practices, and the most recent data on trends, tactics, and forecasts.
* Industry experts and elite speakers: I’ll get more from this conference than a TED Talk. The speakers are experienced, knowledgeable, and committed to bringing engaging, informed perspectives.
* Invaluable networking: I’ll have the opportunity to network with more than 200 learning professionals, which will help me make lasting connections without being overwhelmed, and learn what else I can do to get the best outcomes.
* Product certification.

Litmos is offering training and best practices sessions free of charge with registration for the event, and I will get the opportunity for in depth training and how-to’s from developers and customer support managers, helping us get the greatest ROI on our existing systems. To ensure [Insert Your Company Here] gets the most from this event, I will focus on finding solutions and best practices to benefit the following initiatives:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

Here’s an approximate breakdown of conference costs based on group and regular registration rates:

|  |  |  |
| --- | --- | --- |
| **Expense** | **Regular Rate** | **Litmos Rate** |
| Registration Fee + Hotel (3 nights) | $1,495/person | $995/person |
| **TOTAL** | **$1,495** | **$995** |

I’ll submit a post-conference report including a summary, major takeaways, tips, and recommendations. I will also share relevant information with key personnel throughout the company. For details on the conference, please visit [www.litmos.com/c3](http://www.litmos.com/c3) or [www.calliduscloudconnections.com](http://www.calliduscloudconnections.com) or reach my contact [Name of MDS/Sales] at [Ph. # and Email] to discuss.

Thank you for considering this request. I look forward to your reply soon to secure the rates we’ve been offered.

Regards,