Dear **[Insert Name]**,

I would like to attend the Albany Business Analysis Development Day (ABADD). It takes place on Tuesday, March 30th, 2021 from 9:00 am to 5:00 pm. The event is being hosted virtually on Zoom. I have reviewed the presenters and session abstracts, and I feel that the return on the investment would be a major benefit as the event aligns directly to the priorities of our department **[insert your priorities]**.

ABADD is an industry-leading event that provides relevant topics on issues that affect our current business as it relates to **[Business Analysis, Project Management, Leadership, Agile, Business Architecture, Change Management, etc.]**. It is truly the capital district’s “must-attend” event on business analysis and pursuing business excellence. I will have the opportunity to network with my peers from across the community of practice, to exchange ideas and best practices.

I believe my attendance will be a cost-effective investment for the company. Upon returning to the office, I will be able to:

* Share the best practices and ideas, as presented by leading experts and passionate practitioners
* Gain insight from the experiences/successes of others
* Contribute better towards the business excellence of our organization.

I am especially interested in these topics relevant to our business and believe they will provide direct benefit back to the company upon my return:

**[To be filled in by attendee]**

I am seeking approval for registration and attendance. Please find below the prices – we could save by registering before the Early Bird deadline (February 28th, 2021).

|  |  |  |
| --- | --- | --- |
| Early Bird | $59.95 | (available through 2/28/2021) |
| Standard | $89.95 |
| Student | $9.95 |
| Unemployed | Free |
| Group Rate | 5-9 $5 off per person, 10+ $10 off per person |

Please accept this proposal to attend ABADD 2021 – The Pragmatic BA: Building Skills to Thrive not just Survive, as I’m confident in the significant return we will receive for the investment.

Thank you for your consideration,

**XXXXXXXXX**