

Dear (manager's name),

PASS Data Community Summit 2022 is happening this Nov 15 - 18 in Seattle, WA, USA and online. After extensive research, I've found this to be the most valuable conference available for me to gain the data skills I need to give our department the greatest return on investment.

Summit is the largest conference in the world for data platform professionals. It offers three full-days of learning with two days of pre-conference deep dive sessions beforehand – hands-on training workshops, best practices, and networking with the industry's leading data experts.

What I can gain from attending:

- Updates on the latest technology advances and innovations
- Insights into new solutions that will help make our team more efficient
- +340 technical sessions and training from 300+ expert speakers
- Networking and opportunities to share learnings with peers from around the world
- Q&As with speakers and experts throughout the event

Here's an approximate breakdown of the conference costs:

| | |
|---|----------------------------|
| Airfare: | \$ XX |
| Transportation: (round trip taxi from airport to hotel) | \$ XX |
| Hotel: (2 nights at ~\$275) | \$ 550 |
| Dinner: (3 days at \$50) | \$ 150 |
| General Registration Fee: | \$ 1,495 (until May 25) |
| Pre-conference Training Fee (optional): | \$ 495 each (until May 25) |
| Total: | \$ XXX |

There is also a discounted bundle option which I think would be most suitable as it includes two days of Pre-Conference Sessions, the full conference registration fee, and breakfast and lunch each day.

This bundled offer is available for \$2,195 until May 25.

I believe that I would get the most value out of attending the conference in-person in order to dedicate my focus on the training available and ensure that I can connect one-one-one with data platform experts to ask questions specific to our business needs.

I would be happy to create a post-conference report that will include major takeaways, tips and recommendations, and could also schedule a debrief to share what I've learned with the rest of our team.

I am passionate about how data can run and transform business and would like the opportunity to attend PASS Data Community Summit to improve my data skills and knowledge to propel our organization forward.

You can read more information about the event at passdatacommunitysummit.com.

Please confirm if I'm able to go ahead and purchase a pass before the launch pricing ends on May 25.

Thank you for supporting my learning and development,
(Your name)