**Request to Attend Strata + Hadoop World 2015 in London, UK**  
  
Dear [Approving Manager],  
  
I am writing to request your approval to attend [Strata + Hadoop World](http://strataconf.com/big-data-conference-uk-2015), taking place 5-7 May, 2015 in London, UK. This event is the single most important gathering of experts in data science, big data, and Hadoop. It covers all the skills, tools, and business strategies necessary to succeed with data. The agenda can be viewed at

<http://strataconf.com/big-data-conference-uk-2015/public/schedule/full/public>

At Strata + Hadoop World, I’ll find out how some of the world's most successful companies tackle and use big data —and how we can apply what they've learned to [our company]. I’ll learn how to implement the latest trends, best practices, and strategic thinking in big data. And I’ll discover new analytic approaches and useful data tools, tips, and technologies that may help us become more efficient, more effective, and rely less on outsourced expertise.

Many of the tutorials and sessions at Strata + Hadoop World are clearly aligned with our goals—or specifically address some of our biggest challenges. I plan to attend the following sessions and report back on my findings:  
  
[List Titles of Sessions and/or Tutorials you plan to attend]  
  
The [All-Access Pass](http://strataconf.com/big-data-conference-uk-2015/public/content/all-access) includes access to all Tutorials, Sessions and Keynotes, as well as networking activities, receptions, Sponsor Pavilion, and a Complete Video Compilation of all presentations that I can review and watch with others afterwards.

I plan to return with both valuable and actionable insight on how to apply developments in data technology to our business. I would appreciate your approval as soon as possible in order to maximize both conference and travel discounts.

Sincerely,  
  
[Name]  
[Title]