Dear [Approving Manager],

I am writing to request your approval to attend [Strata Data Conference](http://conferences.oreilly.com/strata/strata-eu), taking place 22-25 May 2017 in London. 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 [here](http://conferences.oreilly.com/strata/strata-eu/public/schedule).

At Strata Data Conference, 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 Data Conference 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 [Platinum and Gold passes](https://conferences.oreilly.com/strata/strata-eu/public/register) include access to a rich variety of in-depth learning opportunities, sessions, and keynotes, as well as networking activities, receptions, and the Expo Hall. The Video Compilation that I can review with others and the 90-day [Safari](https://www.safaribooksonline.com/) subscription included in the pass will provide additional learning resources even after the conference ends.

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]