**Request to Attend Fluent 2017 in San Jose**

Dear [Approving Manager],

I am writing to request your approval to attend the [O’Reilly Fluent Conference](https://conferences.oreilly.com/fluent/fl-ca) taking place June 19-22, 2017 in San Jose, California. This event is the single most important gathering of web developers, designers, performance, and security professionals building sites and apps for the modern web. It covers all the practical techniques, tools, and soft skills necessary to take our website to the next level. You can [view the agenda here](https://conferences.oreilly.com/fluent/fl-ca/public/schedule/grid/public).

At Fluent, I’ll find out how some of the world's most successful companies tackle cutting edge web development projects—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. And I’ll discover new approaches and useful tools, tips, and technologies that may help us become more efficient, more effective, and rely less on outsourced expertise.

Many of the presentations at Fluent 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/fluent/fl-ca/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 and 90-day [Safari](https://www.safaribooksonline.com/) membership 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 web platform technologies to our business. I would appreciate your approval as soon as possible in order to maximize both conference and travel discounts.

Sincerely,

[Name]

[Title]