**Request to Attend the Strata Data Conference 2019 in New York**

Dear [Approving Manager],

I am writing to request your approval to attend Strata Data Conference, taking place September 23-26, 2019 in New York, NY. This event is the single most important gathering of experts in applied data analytics, machine learning, data engineering and architecture, and more. It covers all the skills, tools, and business strategies necessary to implement the latest data strategies and tools in our products and processes. You can [view the agenda here](https://conferences.oreilly.com/strata/strata-ny/public/schedule).

At Strata, I’ll find out how some of the world's most successful companies approach and use 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. And I’ll discover new analytic 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 the Strata 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-ny/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 online video compilation and year-long [O’Reilly online learning membership](https://www.oreilly.com/online-learning/individuals.html) 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 machine learning, data engineering, and AI to our business. I would appreciate your approval as soon as possible in order to maximize both conference and travel discounts.

Sincerely,

[Name]

[Title]