

BEYOND.2022

To:

From:

Subject: How [company name] can benefit from me attending Beyond 2022

I would like to use my FY22 training and development budget to request approval to attend Beyond 2022. Huge changes have taken place in the technology and data landscape during the past two years in the pandemic, and this is an important opportunity for me to get up to speed with the latest trends and capabilities to ensure that I am better able to drive and lead innovation with data for our business. ThoughtSpot's annual customer conference, at the Wynn Resort in Las Vegas on May 9-12, 2022. After reviewing the conference program, I've determined that this conference is highly relevant to the needs of our organization, especially to our current technology initiatives and priorities.

Overall conference benefits

The event offers the kind of forward-thinking insights and practical guidance needed to accelerate our digital transformation objectives with an emphasis on data & analytics strategies. Topics covered at the event include: [adjust depending on your topics of interest]

- Going from dead dashboards to interactive liveboards
- Connecting analytics to business value
- Empowering your frontlines with democratized data
- Data strategies of the future
- Creating a data-driven culture
- Data for Good
- Diversity in analytics

Multiple learning opportunities I will benefit from

- A comprehensive overview of the ThoughtSpot product vision and roadmap
- Multiple sessions with presentations from ThoughtSpot customers (enterprise & mid-market companies covering all industries and use cases)
- Hands-on training for all levels of experience from introductory to advanced training/certification
- Multiple motivational and inspirational keynote sessions from leading industry experts

Practical takeaways I plan to put into action

- See how consumer-grade search and AI technology is democratizing data and serving up timely, personalized, and actionable insights for all.
- Best practices for how to drive the cultural and process changes required for analytics-driven digital transformation
- Learn how data and analytics leaders are transforming their organizations and fostering data-driven cultures with practical tips, best practices, and stories from my peers.
- Understanding of ThoughtSpot's product vision and roadmap
- Become part of a global community of data and analytics professionals who are building their businesses, reputations, and careers on data.

Cost breakdown

Airfare	\$180-500 (domestic US travel)
Transportation (between airport and hotel)	\$64 (\$32 each way from McCarran Airport)
Hotel	\$900 (3 nights @ \$249+taxes & fees)
Meals (included in ticket price)	\$0
Registration	\$495.00 (until February 14, 795\$ through March 21, 995\$ through April 14, 1295\$ Standard)
Total Investment:	\$2,046 (increasing to \$2,346 after April 14)

Premier	Early Bird	Advance	Standard
\$495	\$795	\$995	\$1,295
February 14 deadline	March 21	April 14	No deadline

Please let me know if you have any questions about the agenda or any other aspect of the event, and I will gladly forward conference materials to you. I hope you agree that my attendance at Beyond 2022 will make a significant, positive contribution to our organization.

Thank you for considering my request, and I look forward to hearing back from you by [date] in order for me to maximize our company discount and secure tickets.

Regards,

[Your name]

[Position/Role]