Dear **>>Insert manager's name<<**

I'd like to attend the upcoming Analytics Experience 2018, Sept. 17-19, in San Diego. It's the best way to make sure we're getting the most out of our analytics and SAS® investments. This event is a learning-focused conference featuring networking opportunities, training, certification exams and analytics presentations for all skill levels. This conference will give me the chance to experience leading analytics techniques at the forefront of the industry and help take our department to the next level.

What makes this conference special?

- **Knowledge sharing**. I can learn from other companies and professionals from a host of industries.
- **Hands-on training**. Courses and tutorials are taught by recognized experts. This ensures that I get practical knowledge and experience.
- **Official credentials and certification**. Official testing and SAS certification at discounted prices are available for attendees before and after the conference.
- **Professional development**. There will be ample opportunity to discover new ideas and make connections with peers. Attendees and presenters include some of the most talented analytics experts in the industry.
- **Customizable agenda**. I can choose topics that are relevant to my role and skill level.
- **Affordable**. There are multiple, affordable pricing options that include standard entry and bundled training to get the most out of Analytics Experience. Plus, they have specialized pricing for **>>students, academics, teams (pick applicable)**<< and early-bird specials that can save us even more.

I can apply what I learn to the following projects:

- **>>List applicable projects here<<**

By attending, I am serving as an ambassador for our organization. I will provide a post-conference summary and debrief our team on what I learned.

At Analytics Experience, I'll get the right training, development and education. You can learn more about the conference at sas.com/analyticsx. Thank you for your consideration. I look forward to your reply.

Regards,

>>Add your name here<<