

**To:**

**From:**

**Re: FinancialForce Community Live 2018 Event Proposal**

I’m writing to ask for approval to attend FinancialForce’s annual ERP thought leader conference being held in Las Vegas June 25th-27th. This year the event is focused not just on strategies, training and best practices for using the FinancialForce applications, but also market opportunities and the future of cloud ERP and business applications. It’s insight like this that can help both maximize our productivity and our investment in our business applications.

The sessions cover a variety of useful topics important to us such as reporting, revenue recognition, revenue forecasting, resource management, and how to make process improvements allowing us more predictability, profitability, and visibility across our business.

**I believe it could really benefit these projects:**

**•** [add project or initiative]

• [add project or initiative]

• [add project or initiative]

**Key value I/we can expect:**

* Attend valuable breakouts on training, tips, tricks and best practices for maximizing our cloud ERP solution
* Learn how we can best utilize artificial intelligence for the enterprise with Salesforce Einstein
* Network with fellow users and get ideas on how they are solving some of the same challenges we face
* Get valuable face time with the FinancialForce Exec team
* Test drive brand new app functionality
* Provide feedback on product roadmap
* Pick up new ideas to drive more productivity from our implementation
* Learn from industry thought leaders on market opportunities and industry trends
* Get a clear view of the direction of the business

**Here’s an approximate breakdown of costs:**

Airfare: $ xxx

Transportation (between airport and hotel): $ 60

Hotel (3 nights at $150): $ 450

Meals (majority covered by FinancialForce): $ xxx

Registration $ 949 (until April 1st only)

**Total: $ X,XXX**

I’m currently working on ways to reduce expenses, including hotel discounts, ride sharing, and meals with vendors. Also, the earlier I can register for the event the cheaper it will be.

Thank you for considering this request. I look forward to your reply.

Regards,