**KAMCon Boulder 2024 Boulder Attendance Proposal**

To:

From:

RE: Approval for KAMCon 2024 Attendance in Boulder, CO April 24th & 25th, 2024

I'm writing to ask for approval to attend KAMCon 2024 in person from April 24th to 25th in Boulder, Colorado. KAMCon is widely acknowledged as the premier event for key account management for account, customer experience, and customer success professionals. Through impactful learning experiences from today’s visionary thought leaders and executives, multiple networking opportunities, workshops, and educational sessions at KAMCon present a unique opportunity to acquire best-in-class knowledge and skills for the most important customer relationships we have and the tools we will rely on to strengthen our company’s competitive position and bring in higher revenues.

By attending KAMCon, I will get two days' worth of professional development that would otherwise require multiple training courses and sessions throughout the year. Some of the other reasons to attend include:

* The opportunity to meet and connect with the industry elite in KAM and peers in the industry to hear their perspectives and suggestions about best practices, new ideas, and new processes we might consider.
* **The chance to better make myself indispensable to high-value accounts — the ones we can’t afford to lose.**
* The ability to tackle challenges and gain confidence for stronger relationship development and long-term growth plans.
* The chance to accelerate my professional development and return to our organization with key next steps for greater revenue growth.

The bottom line is that by attending KAMCon, I will become more valuable to [COMPANY NAME] which will help us realize more from our investment in Kapta and other revenue expansion initiatives.

If you’d like more information about KAMCon, you can find it at <https://kapta.com/kamcon/kamcon-2024>, or I’d be glad to answer any questions. Please keep in mind that the sooner I register, the more we can save on the cost of the pass – and the greater the likelihood that we’ll secure more affordable travel and hotel rates.

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

Regards,

[NAME]