

## Letter to Managers

S I X T E E N T H

# ANNUAL CONFERENCE



9-10 October 2018  
Hilton Hotel, Terminal 5, Heathrow

# MIND THE GAP



Wednesday, 09 May 2018

Dear {Manager}

I would like to attend the 16<sup>th</sup> Annual APMP® UK Conference at the Hilton Hotel, Heathrow Airport, 8 May to 10 May 2018. This premier event for proposal professionals offers a number of sessions that are directly applicable to my work, and would allow me to do the following:

- Learn from expert industry speakers
- Gain exposure to the latest and recommended technology, tools and techniques
- Learn about the results from relevant case studies
- Learn about different management techniques
- Have networking and interaction opportunities with colleagues and vendors
- Access speaker notes and presentations after attending
- Earn Continuing Education Units (CEUs) for maintaining my APMP Accreditation status

I am seeking approval for the {delete as applicable - registration fee, travel expenses to the conference and expenses during the conference}. I wish to attend the optional training workshop entitled, {fill in if you wish to attend a pre-conference training workshop}, prior to the conference. The total costs for the conference are {fill in blank}. The detailed cost breakdown is listed in the attached worksheet.

The presentations that I would attend would expand my knowledge in {fill in topic areas} that will be useful immediately with {proposals(s)/project(s) you are working on}. The presentations are given by experts in the field from leading and well-known companies, and relate directly to {proposal(s)/project(s) you are working on}. Getting the information in a seminar format will reduce the time and cost normally incurred in researching the topics separately. Incidentally, I have only listed some of the sessions that I will attend. There are numerous sessions scheduled over the course of the conference.

The opportunity for me to develop better contacts with industry experts and to gain knowledge in specific areas of business development strategy makes my attendance at this conference a wise investment.

Sincerely,

{name}