**Subject Line:**

**[Option A] Attend Unleash Sales Conference in October?**

**[Option B] Sales Conference to Continue My Professional Development**

**[Option C] Professional Development Opp: Attending Outreach Unleash**

**Email Body Copy:**

Dear **[Manager’s Name]**,

I’d like to attend Outreach Unleash, the leading sales industry conference, to continue my professional development and learn alongside 1,800+ industry leaders. This event takes place October 3-5 in Seattle, WA.

Unleash will give me an unmatched opportunity to connect and grow with professionals who are transforming the future of sales. I’m looking forward to:

* Learning how to unlock seller productivity and boost participation rates in a turbulent market
* Gaining new strategies for accelerating deal velocity, increasing win rates, and growing revenue per customer
* Building relationships with my peers, industry experts, and top sales leaders
* Seeing how sales teams use Outreach to create and close more pipeline

I’m excited to return from Unleash with a plan to apply my learnings. I also can’t wait to share top takeaways across our team and with my direct reports so we can all benefit. I’m confident this investment will pay dividends for us long after the live event.

Outreach announced pricing and registration, so let’s discuss this in our next 1:1 to create a plan.

The approximate investment for my attendance is as follows (complete the information as appropriate):

Travel costs: $**XXX**

Accommodations: $**XXX**

[Insert your pass type] (for **X** days): $**XXX\***

TOTAL COST: $**XXX**

\*Cost varies depending on the registration discount period.

Thanks,

**[Your Name]**