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To: [Insert first name]

Subject: **Approval to attend Sitecore Symposium 2025**

Hi [first name],

I'm writing to request your approval to attend Sitecore Symposium 2025, taking place November 3-5 at Walt Disney World Dolphin Resort, Orlando, Florida, US.

Based on the theme 'Next is Now,' Sitecore Symposium will bring together the world's leading marketers, developers, IT professionals, and solution experts, to provide organizations like ours with actionable insights on how AI is reshaping marketing, technology, and customer experience. This year's conference will feature two days of content, with four breakout tracks, training and certification exam add-ons, customer success stories, and unique opportunities to connect with solution experts.

This is a chance for me to expand my knowledge base on future trends, network and brainstorm with experts on Sitecore best practices, and leave with information I can use to help us meet our goals.

I'd like to focus on finding solutions or best practices that could benefit these projects:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

For example, I plan to focus my time at Symposium on:

- [track, product, or technology supporting initiative]
- [track, product, or technology supporting initiative]
- [track, product, or technology supporting initiative]

I will present new ideas and key learnings to you and the rest of our team.

This is the approximate cost of attending Sitecore Symposium:

Airfare:	\$
Hotel:	\$
Meals:	\$
Registration:	\$
Other expenses:	\$

Total cost:	\$
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I'd like to book my hotel room before the room blocks sell out to ensure I get the discounted room rate and stay near the conference venue to limit transportation costs.

If you'd like to learn more about Sitecore Symposium 2025, check out [the conference website](#). I'm also happy to answer any of your questions. Thank you for considering this request. I look forward to your reply.