

Dear \_\_\_\_\_

I would like to attend the Predictive Analytics World for Government 2015 conference, which takes place October 13-16, 2015, at the Grand Hyatt Washington Hotel in Washington, D.C. I have reviewed the agenda as well as the list of exhibiting companies and feel that the return on investment would be a major benefit, as the event aligns directly to the priorities of our agency: **[insert your priorities here]**.

Predictive Analytics World for Government (PAWGOV) is the largest and only vendor-neutral analytics conference designed to help government agency managers understand how to apply modern predictive modeling technologies to more effectively and efficiently accomplish their mission. PAWGOV provides the forum for government agencies to share their experiences, challenges, and successes with building a data-driven environment. It truly is the government's "must-attend" event showcasing how to successfully exploit data through the use of predictive analytics.

Last year's conference included over 400 attendees and speakers from 15 different government agencies. I will have the opportunity to network with my peers from across the various levels of government, as well as industry and academia, in order to exchange ideas, best practices and lessons learned during the conference days that offer over 30 sessions of informative talks. Lastly, I can earn up to six hours of Continuing Professional Education credits per day for attending PAWGOV 2015.

I believe that my attendance will be a cost-effective investment for our organization. Upon returning to the office, I will be able to share the best practices and lessons learned as presented by leading experts and practitioners of predictive analytics. I will learn how to avoid costly mistakes and will gain insight from the successes of others.

I am especially interested in these topics that are relevant to our agency's situation and believe they will provide direct benefit back to the agency upon my return:

[To be filled in by attendee]  
[To be filled in by attendee]  
[To be filled in by attendee]

I can arrange for others to cover my responsibilities during the days I am attending the conference.

I am seeking approval for the registration fee and travel expenditures. The government rate for the two-day program is \$795, but we can save \$100 by registering with payment by the August 21st Early Bird deadline. Additionally, if we decide to send a team to the event, we can save by taking advantage of group rates. Each additional attendee from the same agency registered at the same time receives an extra 25% off the Two Day Pass.

Here is a complete breakdown of the conference costs:

- Airfare: \$\_\_\_\_\_
- Transportation: \$\_\_\_\_\_
- Hotel: \$\_\_\_\_\_
- Meals: \$\_\_\_\_\_ (breakfast & lunch functions included in conference fee)
- Conference Fee: \$\_\_\_\_\_
- TOTAL: \$\_\_\_\_\_

Please accept this proposal to attend as I'm confident in the significant return we will receive for the investment.

Thank you for your consideration,

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