

Letter of Approval:

To: [SUPERVISOR NAME]

From: [YOUR NAME]

DATE: [INSERT DATE]

SUBJECT: Approval to attend Predictive Analytics World

I am writing to request approval to attend Predictive Analytics World.

Predictive Analytics World, March 16-21, 2014 in San Francisco, CA is the business event for predictive analytics professionals, managers and commercial practitioners, covering today's commercial deployment of predictive analytics, across industries and across software vendors. The conference delivers case studies, expertise and resources to achieve three objectives:

- **Bigger Wins:** Strengthen the business impact delivered by predictive analytics
- **Broader Capabilities:** Establish new opportunities with predictive analytics
- **Big Data:** Leverage bigger data for prediction and drive bigger value

With delegates from the around the world, I will have the opportunity to network with my peers to exchange ideas, best practices and lessons learned.

I am especially interested in these topics relevant to our company's situation and believe they will provide direct benefit back to the company 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.

Additionally, if we decide to send a team to the event, we can save an additional \$200 per attendee by taking advantage of group rates.

Although we may not have budgeted for this training, the return on investment will justify the expense.

The industry's leading experts, professionals and thought leaders will be presenting the most current industry news and trends. The education I receive at this conference will build my practical knowledge on the latest best practices, lessons learned and industry standards.

I hope you agree that my attendance at Predictive Analytics World is worthwhile and can offer valuable information and insight to grow our business.

Thank you for your consideration,

XXXXX