Dear _____

I would like to attend Predictive Analytics World for Workforce 2016 conference, April 3-6, 2016, at the San Francisco Marriott Marquis.

This is *the only predictive Conference Series* dedicated exclusively to workforce challenges. The Agenda and Exhibitors match beautifully with our business objectives of 1) predicting employee flight risk, 2) predicting and increasing employee performance and **[insert your business priorities here].** We would miss out by not attending.

Click Here to Read Highlights from One of Last Year's Attendees.

More About Predictive Analytics World / for Workforce Conference:
Predictive Analytics World for Workforce (PAWWorkforce) is the largest and only vendor-neutral analytics conference designed to help workforce leaders understand how to apply modern predictive solutions to more effectively and efficiently accomplish their workforce missions. PAWWorkforce provides the forum for businesses to share predictive experiences, challenges, and successes with building a data-driven environment that drives business performance.

PAW Workforce is THE "must-attend" predictive event showcasing how to successfully exploit data through the use of predictive analytics.

Last Year's Predictive Analytics World for Workforce Included:
- Over 120 attendees
- 33 speakers
- Predictive workforce Case Studies from Walmart, AOL, Cisco, American Savings Bank, Pfizer, Dignity Health, Fifth Third Bank.

The conference provides a great opportunity to network with predictive peers, as well as industry and academia, in order to exchange ideas, best practices and lessons learned during the conference.

Specific Speakers and Solutions Relevant to Our Business
I am especially interested in learning from the following Speakers / and Solutions.

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

Conference Fee Estimates:
- Conference Fee **$_____**
- Airfare: **$_____**
- Transportation: **$_____**

- Hotel: **$_____**
- Meals: **$_____**
  (Note: Breakfast & lunch are included in 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,
XXXXXXXXX