# Convince your boss letter

Copy and paste the text below to share with your manager and swap out the information in **[brackets]** with your own details.

October 29, 2025  | Amsterdam, NL

Subject line:

# Request to attend Spotlight conference

Hi [manager's name],

I'd like to discuss the possibility of attending [Spotlight conference](#) in Amsterdam on October 29, 2025, hosted by Semrush.

It's a great opportunity for anyone in digital marketing and I believe that attending could really benefit our work, especially with regards to [project or initiative].

Here's why I think it's worth considering:

- **Professional development:** The conference will feature insights and case studies from top marketing leaders. It's an opportunity to see what's working on a global scale and develop innovative ideas that we can tailor to our needs.

- **Interactive sessions:** With access to 150+ roundtables, I'll acquire hands-on skills and tools that can be directly applied to our projects. I'm particularly looking forward to exploring new approaches that could benefit [project or initiative].

- **Networking opportunities:** This is a chance to connect with industry peers and experts from leading companies. The potential for collaborations or partnerships is huge and could open doors we haven't even thought of, driving growth and innovation.

- **Pre-conference workshops:** Semrush also offers in-depth certified workshops the day before the conference. [Workshop's name] can be particularly useful for us.

I've broken down the estimated costs for attending below:

| | |
|---|---|
| Conference Pass | [XXX]€ |
| Hotel | [XXX]€ |
| Airfare | [XXX]€ |
| Other travel expenses | [XXX]€ |
| **Total** | [XXX]€ |

I truly believe that attending could bring new energy and ideas to our marketing strategies. If approved, I'll share everything I learn with the team and make sure the investment is maximized.

I'd be happy to discuss this further and provide more details on the potential costs and benefits. This can really take us forward.

I look forward to hearing your thoughts.

Thanks,

[your name]