Hi [Attendee to insert managers' name],

I would like your approval to attend [CIRI’s 2024 Annual Investor Relations Conference](https://ciri.org/2024Conference/2024Conference/Overview.aspx) in Calgary, AB from June 2-4. This is the premiere event for the investor relations community and will provide me with education, inspiration and new connections. It covers the many areas of investor relations including capital markets, marketing, finance, communications, artificial intelligence and ESG. This year’s theme is *Innovation Unleashed: The Future of IR*and the sessionswill provide forward-thinking approaches to enrich the future of IR through the exploration of technology and diverse perspectives.

The Conference features four general sessions, eight breakouts including a masterclass, one workshop and three teach-ins. [Only include this line if you are a CPIR graduate – In addition, by attending I will earn 11 of the 14 Continuous Education Units I require to maintain my CPIR designation.]

The general sessions will provide valuable insights from leading industry experts:

* Janice Anderson, Senior Director, Technical Accounting & ESG Compliance, Nutrien Ltd.
* Richard Barber, CEO, Mind Tech Group and Board Director
* Mark Parsons, Vice President & Chief Economist, ATB Financial
* Ashton Rudanec, Director, Sustainable Investing, Total Fund Investment Strategy*,* Alberta Investment Management Corporation (AIMCo)
* **Baltej Sidhu, ESG Analyst, Equity Research, National Bank Financial Inc.**

The Conference will provide actionable tactics and help me continue to improve my skills in areas like investor targeting, communicating with retail investors, understanding current developments and trends in the capital markets, communications to effectively articulate our company’s value proposition and relay market sentiment/street intelligence to our management and our Board, to name a few.

After reviewing the Conference Program, the following sessions are relevant and of interest:

* [Attendee to view the Program and add relevant sessions]

The full program outline can be found at the following [link](https://ciri.org/2024Conference/2024Conference/Program.aspx?hkey=f42a01f6-805b-4ddc-82be-9370246ed7e3), along with other details.

I am also excited about the opportunity to learn from the 200+ other attendees who are focused on the same challenges I am. When I get back from the Conference, I will share takeaways with the team, including ones that we can implement immediately and an action plan for how we'll make that happen.

I've broken down approximately how much it will cost for me to attend.

* Airfare: [Attendee to add]
* Transportation: [Attendee to add]
* Hotel: $229/night (excludes taxes)
* Registration: $1,350 for members/$1,950 for non-members (excludes taxes)
* TOTAL: [Attendee to add]

If I register prior to April 30, I save $100 on the registration fee and I am entered into a prize draw where one of the three prizes is a free Conference registration. CIRI also offers discounts on flights.

To learn more about the event visit: [CIRI’s 2024 Annual Conference](https://ciri.org/2024Conference/2024Conference/Overview.aspx?hkey=ca5f11be-9df5-4d96-b051-4a16bb1f4d40).

Thanks for taking the time to review this request and I look forward to talking to you more about it.

Best,

[Attendee to insert name]