Hi [Attendee to insert managers' name],

I would like your approval to attend [CIRI’s 2023 Annual Investor Relations Conference](https://ciri.org/2023Conference/2023Conference/Overview.aspx) in Toronto, ON from May 28-30, 2023. This is the premiere event for the investor relations community and will provide me with education, inspiration and connections. It covers the many areas of investor relations including capital markets, marketing, finance, communications and ESG.

The Conference features six general sessions, 15 breakouts including Masterclasses, and four Teach Ins. [Only include this line if you are a CPIR graduate – In addition, it earns me 11 of my 14 CEU credits for the year, which is required for me to maintain my CPIR designation.]

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

* Pentti Karkkainen, Board Chair, AltaGas Ltd. & NuVista Energy Ltd.
* David Smith, Executive Vice President, Finance & CFO
* Eric Lascelles, Chief Economist, RBC Global Asset Management
* Genevieve Roch-Dector, CEO and Founder, GRIT
* Jennifer So, Portfolio Manager, BMO Asset Management
* Michele Robitaille, Managing Director, Head of Responsible Investing, Guardian Capital Group

In contrast, the breakouts will provide actionable tactics and help me continue to improve my skills in areas like investor targeting, marketing, retail IR, digital marketing, ESG reporting frameworks, understanding current capital markets and stock trading, providing Street intelligence to management and the Board and so much more.

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/2023Conference/2023Conference/Program.aspx?hkey=191f1082-4e10-4d5f-9728-956eab9d0c64), along with other details.

I am also excited for 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: $299/night (excludes taxes)
* Registration: $1,295 for members/$1,895 for non-members (excludes taxes)
* TOTAL: [Attendee to add]

If I register prior to April 25, I save $100 on the registration fee and I am entered into a prize draw where one of the four prizes is a free Conference registration. CIRI also offers discounts on flights.

To learn more about the event visit: [CIRI’s 2023 Annual Conference.](https://ciri.org/2023Conference/2023Conference/Overview.aspx?hkey=f4e2f347-5cc6-4cc2-8449-84bdfc0428f2)

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]