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### **Outperform attendees come away with actionable, tangible results.**

Although conferences provide invaluable learning and networking experiences, they are also investments of time and money. And while it can be tough to calculate the return on your investment, it’s pretty easy to measure the tangible benefits of attending Outperform—and matching those benefits to your organization’s needs.

Use the prepared message below to send to your boss or other members of your approval team.

**Email Subject: PROS Outperform Conference Proposal**

I’m writing to ask for approval to attend [PROS annual conference](http://www.pros.com/OUTPERFORM), Outperform, October 6-8, 2020 in Orlando, Florida.

**The Outperform 2020 website is available here: www.pros.com/outperform**

At Outperform, I’ll have the opportunity to learn from seasoned practitioners from some of the world’s most admired companies that have transformed their businesses to successfully compete in today’s digital economy. These leaders will share their personal insight, best practices and lessons learned through implementing sales, pricing and revenue management initiatives.

Through the full conference program of keynotes, technical sessions and networking engagements, I’ll hear directly from over 30 industry expert and insider speakers.

To get a feel for who will be there, I’m including a list of some of the companies who spoke at Outperform 2019:

|  |  |
| --- | --- |
| **Adobe**  **ATPCO**  **Cargill**  **Cathay Pacific Airways**  **CSO Insights**  **Etihad Airways**  **HP, Inc.**  **IAG Cargo**  **IBM** | **Lufthansa**  **Michelin**  **Microsoft Nike**  **Rockwell Automation**  **SAP**  **Sirius Decisions**  **Southwest Airlines** |

At Outperform 2020, I’ll have the opportunity to interact with different AI-powered solutions that industry-leading companies are using to drive record-breaking revenue growth and better experiences for their customers. Additionally, designated times and spaces for networking will give me the opportunity to connect with [role/industry specific] professionals from around the globe.

I am confident that attending Outperform will especially help me with these projects:

· [add project or initiative]

· [add project or initiative]

· [add project or initiative]

Here’s an approximate breakdown of conference costs:

* Early Bird Registration Fee $995
* Hotel (discounted rate at host hotel) $205+tax/night + $10/night resort fee that covers WiFi.
* Additional Meals (Breakfast, lunch, and dinner included in registration + snacks/beverages throughout) $xxx
* Airfare $ xxx
* Transportation (between airport and hotel) $30
* Total $x,xxx

After the conference, I’ll be sure to share what I have learned with a post-conference report that will include an executive summary, major takeaways, tips, and a set of recommendations that will help us meet modern buying expectations and drive greater revenues and profits in the future. I’ll also share relevant information with other teams so they can leverage what I’ve learned. Thank you for considering this request.

I look forward to your reply.

Regards,