**The Benefits of Attending Operations Summit 2016**

To:

From:

Re: Operations Summit 2016

Dear [Insert Manager’s name]

I’m writing to ask for approval to attend Multichannel Merchant’s Operations Summit, April 12-14, 2016 in Cincinnati, OH. After carefully reviewing the conference agenda, sessions, tours and exhibit hall, I am confident this is a great opportunity to help us with innovative direct-to-customer and omnichannel operations solutions.

In addition to 50+ in-depth sessions, 50+ peer roundtables and facility tours, the conference offers the chance to speak with peers to share DTC and omnichannel operations-specific knowledge. This is an ideal forum for us to discover what other merchants are doing that will help our team boost productivity, cut costs and increase customer satisfaction. In particular, I’d like to use the Operations Summit to focus on finding solutions to benefit these projects:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

The conference will focus on the key trends in DTC and omnichannel operations through a three day schedule that is conducive to learning. The Operations Summit is the only event devoted exclusively to DTC and Omnichannel operations and has tracks covering 1) Omnichannel/Inventory Management 2) Executive Management 3) Warehouse/Fulfillment/ Returns/Packaging 4) Shipping/Delivery/Logistics 5) Customer Experience/Contact Center 6) Global

After I return from Operations Summit, I will submit a post-conference summary report. In it I will identify major takeaways, tips, and a set of recommendations to move forward on.

**Here’s an approximate breakdown of costs:**

 Registration Fee: Operations Summit $845\*

 Airfare/Train/Car/Parking $xxx

 Transportation (between airport and hotel): $xx

 Hotel: (2 nights at $179) $340

 Meals: (2 days at $50) $100

 **Total: $X,XXX**

I’m currently working on ways to reduce my expenses, including hotel discounts, ride sharing, and meals with vendors. The earlier I register, the less expensive it will be. You can learn more about the conference at [www.OperationsSummit.com](http://www.OperationsSummit.com).

Thank you for considering this request. I look forward to your reply.

Regards,