

Dear [ENTER MANAGER'S NAME],

I would like your approval to attend ChatUp - SnapEngage's Live Chat Best Practices Conference in **Boulder, CO** from **May 18-19, 2017**. This conference will focus on how to successfully leverage live chat tools, integrations and workflows to increase conversions and strengthen loyalty through better customer engagement.

The conference is all about gathering customer engagement evangelists and is geared to anyone who (directly or indirectly) communicates with clients, including sales and support roles, B2B and B2C, agents and administrators.

I'll have the opportunity to meet and share experiences with like-minded peers. Between the content presented in the sessions, hands-on workshops, expert roundtables, and networking with fellow attendees, I plan to walk away with actionable, strategic insights for building on our customer engagement strategy.

I'm confident my attendance during this conference will directly influence the quality of our customer engagement efforts and will bring proven results in the way of **[more leads and conversions - and/or - more valuable, loyal customers]**.

Upon my return from ChatUp, I will share takeaways, including those that we can implement immediately to maximize our live chat efforts. You can also [click here to learn more about the conference](#).

I've broken down the approximate costs for attending ChatUp:

- **Airfare/Travel:** [\$IF APPLICABLE]
- **Hotel:** [\$IF APPLICABLE]
- **Conference Registration:** [\$AMOUNT]
- **Total:** \$

[optional: I'd like to get my registration in ASAP to take advantage of discounted room blocks that have been reserved for the conference.]

Thank you for your consideration of this request.

Regards,  
[YOUR NAME]