

Dear [Boss' Name],

I am requesting your approval to attend the 2018 LIMRA LOMA Asia Distribution Conference this 17-18 May in Bangkok. I believe the agenda topics of digital, innovation and data are very much in line with areas that we are interested in staying competitive in, and I think this would be a great opportunity to receive research, best practices, and tactical advice from global industry experts. I am also excited about the valuable networking opportunities and abundance of solutions that will be on display, and hope you will agree that it would be worthwhile for me (and, in turn, be of benefit to our entire department).

As a conference attendee, I will have access to two days of sessions, panel discussions, and networking opportunities, as well as copies of the presentations to refer back to after returning home. All of the presentations will encompass the theme of “**2020 Vision: The Future of CX**” and include information on:

- Future Agency Development Trends
- Regulatory transformation
- Getting the Most out of Big Data & Analytics
- Improving Distribution through AI
- Leveraging IT to Increase Efficiency
- The Millennial Perspective
- Direct-to-Customer Marketing
- Agency Manager Training
- Monitoring Digital Marketing & Social Media
- Successful Bancassurance Models and Case Studies
- And more!

The registration fee is US\$999 for LIMRA LOMA members (or US\$1,499 for nonmembers) if I register before 18 April, and:

1) There would be no other costs involved because the conference fee includes daily meals and materials.

**OR**

2) Additional travel expenses would be approximately \_\_\_\_\_, based on the following expense breakdown:

Airfare	_____
Transportation	_____
Hotel	_____
Meals	_____

I would be happy to write a post-conference report detailing what I learned and will be sure to share those insights across our team and organization.

Please feel free to let me know if you have any questions or require more details before making a decision on whether to approve this request. I feel strongly that attending this event can benefit our entire department, and am hopeful you will agree!

Thank you for your consideration.

[Your Name]

PS: You can visit <http://www.limra.com/2018ADC/> to see why it is worth the investment!