Dear [Boss’ Name],

I recently received information on the **2020 Agency Innovation Conference** and **Asia Trusted Life Agents & Advisers Awards Dinner** being planned for this 27-28 July in Kuala Lumpur, and would like to request your approval to register to attend.

The event is being organized by LIMRA and Asia Insurance Review, and it seems the agenda is very much in line with areas we are interested in staying competitive in, so I think it will be a unique opportunity to receive relevant research, best practices, and tactical advice from a variety of international industry experts. All of the conference presentations will encompass the theme of “**New Decade, New Ideas: Learning from Asia’s Best**”, and planned discussion topics include:

* Supporting a Culture of Success
* Managing Highly Productive, Happy Agencies
* Innovative Workspaces
* Transformation Leadership into the Industrial Revolution 4.0
* Trust & Private Wealth Management
* Using Legacy Planning and Wealth Matters as a door to HNWIs
* Marketing Through Disruptions
* Recruiting Programs and Strategies to Bring in Young Talent
* Improving Sales, Influence and Relationship Building Skills
* Meeting the Expectations of the Salesforce of Tomorrow
* Responding to COVID-19: Digital and Omnichannel Engagement Strategies
* Success for 2020 and Beyond

As an attendee, I will have the ability to attend these presentations and others, along with interactive panel discussions and various networking opportunities. I will also receive access to copies of the presentations to refer back to after returning home, and would be happy to write a post-conference report detailing what I learned, to share those insights across our team and organization.

The early bird registration fee is US$550 ($450 for members of LIAM) if I register by 26 June, and:

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

**OR**

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

Airfare \_\_\_\_\_\_\_\_\_\_\_\_

 Transportation \_\_\_\_\_\_\_\_\_\_\_\_

 Hotel \_\_\_\_\_\_\_\_\_\_\_\_

 Meals \_\_\_\_\_\_\_\_\_\_\_\_

I really believe the agenda content, combined with the opportunity to network and learn from other attendees with similar responsibilities, will be a great professional development opportunity and hope you will also see it as a worthwhile investment!

Thank you for your consideration, and 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.

Sincerely,

[Your Name]

PS: You can visit <https://www.limra.com/AIC20> to read more about the conference before making a decision!