Dear [Boss’ Name],

I recently received information on [**Insurance Inspired 2022**](http://www.limra.com/insuranceinspired22)**,** a virtual event organized by LIMRA, Asia Insurance Review and Asia Advisers Network, taking place this 26-27 July. The agenda seems very much in line with areas we are interested in staying competitive in, and so I would like to request your approval to register to attend.

If granted to the opportunity to join, I will have the ability to attend two days of presentations and live Q&A with speakers and other attendees. I will also receive access to copies of the presentations to refer back to after the event, and would be happy to write a post-conference report detailing what I learned, to share those insights across our team and organization. The event theme is “**Coming Back Strong: Offline Success in an Online World**”, and in following that theme some planned discussion topics include:

* The Dos and Don’ts of an Omni-channel Strategy
* Combining Online and Offline Outreach to Close Sales
* Filling the Gaps between Data and Technology
* Mastering the Human Touch to Clinch the Virtual Deal
* Sales Activity Management & Reporting in a Virtual World
* Financial Advisor vs. Insurance Agent: Serving High Net Worth and Mass Affluent Customers
* Mastering Social Selling – Tips to Stand out, Differentiate and Impress your Clients
* Social Recruitment and Lead Generation to Build your Agency
* Prospecting for New Customers in a Digital Era
* Securing Yourself and Your Team from Cyber Risk
* The Pulse of Today's Consumer
* Understanding the Metaverse, and what it means for the Insurance Industry
* Digital Product Transformations
* Using Data to Design a Better Customer Experience

The registration fee for an individual is US$99 if I register by 24 June, and there would be no other costs involved since the event is taking place virtually. (Alternatively, there are also group packages available which lower the per person cost, if you think there would be others from the company that might also like to join with me.)

I really believe that the agenda content, combined with the unique opportunity to receive relevant research, best practices, and tactical advice from a variety of international industry experts will be a great professional development opportunity, and so I do 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/InsuranceInspired22> to read more about the conference before making a decision!