Dear [Boss’ Name],

I recently received information on the **2019 Agency Innovation Conference** and **Asia Trusted Life Agents & Advisers Awards Dinner** this 18 July in Bangkok, and would like to request approval to register to attend. The event is being produced by LIMRA and the Asia Insurance Review, and in reviewing the agenda it seems the planned topics are very much in line with areas we are interested in staying competitive in, and I think it will be a unique opportunity to receive research, best practices, and tactical advice from a variety of international industry experts.

All of the presentations at this event will encompass the theme of **“Thriving in the Digital World”,** and planned discussion topics include:

• New Technologies Shaping the Life Insurance Landscape

• What a Great Digital Customer Experience Looks Like

• Using technology to gain a competitive advantage

• The Agency of the Future

• Social Selling Tips and Techniques

• Developing Top Agency Managers

• Building Your Brand

• Learning from Gamification

• Leveraging Data Science and Analytics to Grow Business

As an attendee, I will have the ability to attend these presentations and others, along with 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 registration fee is US$450 if I register by 10 June (prices increase $100 after this date), 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/AIC19> to read more about the conference and see why I feel it is worth the investment!