

**Dear Approving Manager:**

I am writing to request your approval to attend the IARE 2009 Conference & Exhibition. This valuable educational event offers a comprehensive conference program, including sessions on topics directly related to our current employee development and support initiatives; strategies that will help our entire service organization optimize performance and productivity; and ideas on how we can integrate more effectively with other departments, successfully collaborate with the business units, partners and customers we support, and align our goals with our corporation's broader business objectives.

By attending this event I expect to learn how to implement the latest trends and strategic thinking in contact center management, employee management and emerging technologies. During the conference, I will also have the opportunity to participate in valuable benchmarking sessions with top travel contact center managers. This sharing of ideas and best practices can be experienced at no other industry event in this intimate setting. Several other activities are scheduled where I will be able to network with these attendees to learn more about what other leading companies are doing.

**Specifically, I plan to attend keynote presentations by:**

- ~ Steven Smith, co-Author of the bestselling book, Egonomics.
- ~ Jim Asplund, a Principal of Gallup, and Chief Scientist for Strengths-Based Development, HumanSigma: Managing the Employee-Customer Encounter.

**I will also participate in the following sessions:**

- ~Call Center Forum – based on the size of our call center.
- ~Small Discussion Group – with peers at my level of management responsibility
- ~Contact Center site tours – to see firsthand what others are doing to ensure continued success.

The conference fee is \$\_\_\_\_\_, and includes breakfast and lunch each day, as well as networking activities and special events, receptions, and exhibit hall entry.

I plan to return with valuable recommendations and best practices for improving our contact center. I would appreciate your approval as soon as possible in order to maximize both conference and travel discounts.

Sincerely,  
[Name]  
[Title]