Dear [BOSS],

I am excited to share an opportunity with you that will support my professional development and growth at [organization name].

Meeting Professionals International ([MPI](http://www.mpi.org/)) hosts its annual signature event, World Education Congress (WEC) in [San Francisco](https://www.mpi.org/wec) this June 21-23 at the Moscone Convention Center. This year, WEC is designed for a new era of meetings and events; one in which people crave meaning in their meetings.

WEC’s learning experiences and networking are built to engage the senses and create environments that boost retention and create greater opportunity to make new contacts and create new business partnerships. There are eight education formats which means eight ways to learn. Topics range from tech fluency to negotiation to experience design [and more](https://wec.mpi.org/event/8f40c17d-761c-4ba1-be10-74e6a5009a93/websitePage:7333ab6e-c42e-45e2-874f-91007c2aa66e)!

This is an opportunity like no other for me, both personally and professionally, and (for organization name); one that cannot be missed.

In addition to education that will be immediately actionable and future-focused, I will meet face-to-face with peers and colleagues, and expand my network. These connections and learnings provide long-term mutual benefits for [organization name] and me.

Ultimately, WEC presents us with the best option for gaining the knowledge we need to create new, cutting-edge in-person experiences to ensure we can successfully implement meetings and events that positively impact our brand and our bottom line.

The cost to attend is far less than the value gained. For [insert cost], I will receive the equivalent education valued in the tens of thousands, based on standard professional education costs. The connections made will provide immeasurable value for [organization name]. There are also ways I’ll cut the cost to attend. You can see how in the attached expense worksheet.

If you want more information, visit mpi.org/wec or contact me for a discussion. If approved, I will book today so I can attend WEC San Francisco and prepare for the new era of meetings and events!

Thank you,

[INSERT CONTACT INFO]