**Proposal to Attend the 2022 Phocuswright Conference**

**Date:**

**To:**

**From:**

**Re:** Proposal to attend The Phocuswright Conference   
November 14-17, 2022 @ JW Marriott Desert Ridge, Phoenix, Arizona U.S.

I’ve put together this brief proposal to attend The Phocuswright Conference on November 14-17 in Arizona and I appreciate your consideration and feedback.

The Phocuswright Conference is one of the premier travel events of the year. It’s where everyone – from startups to global leaders – gathers to network and make deals, explore trends and technology, and learn who’s doing what, what’s hot, etc. For some companies, it’s the single industry event in the year that they are sure to attend, and I think it makes a lot of sense for us to be there as well.

I’m estimating a total cost of about [$X,XXX] to register for and attend the event, and I’m convinced that this investment is well worth the expense. Specifically, there are several company initiatives/objectives that will benefit from my attendance at the event. Most notably, being at The Phocuswright Conference can help us with the following:

* [Add specific company initiative or objective, and how the event will add value or advance this goal]
* [Add specific company initiative or objective, and how the event will add value or advance this goal]
* [Add specific company initiative or objective, and how the event will add value or advance this goal]

When/if we finalize my attendance, I look forward to discussing these in more detail with you, along with any of our other initiatives that may be relevant to the event. **To get the most out of The Phocuswright Conference, it’s important to plan ahead and become familiar with the full program and other participants**.

In addition to incredible networking opportunities, [The Phocuswright Conference](http://phocuswrightconference.com?utm_source=pcwi&utm_medium=letter&utm_campaign=justify﻿) features an impressive lineup of industry-leading speakers, provocative panel discussions, previews of travel’s hottest [innovations](http://phocuswrightconference.com/Compete?utm_source=pcwi&utm_medium=letter&utm_campaign=justify﻿), informative workshops and cutting-edge content. For more information, visit the conference website at: [phocuswrightconference.com](http://phocuswrightconference.com?utm_source=pcwi&utm_medium=letter&utm_campaign=justify﻿).

Following is an approximate breakdown of conference costs:

Registration: $ XXXX

Airfare: $ XXX

Other transportation: $ XX

Hotel: (X nights at $XXX) $ XXX

Other expenses $ XXX

**Total:** **$ X,XXX**

(Note that registration fees for The Phocuswright Conference increase significantly as the event nears – there is considerable savings in registering early.)

Thanks again for your consideration. Let me know if you have any questions or concerns. I look forward to hearing from you on this.