To:

From:

Re: Gartner Symposium/ITxpo 2018 Attendance Proposal for the Public Sector

I’m writing to ask for approval to attend Gartner Symposium/ITxpo 2017, 29 October – 1 November, on the Gold Coast, Australia.   
  
Gartner Symposium/ITxpo is an event designed to provide attendees with comprehensive and unbiased insight on emerging trends for digital transformation within the public sector; AI, cloud, security & risk, disruption & innovation, IoT, leadership, people & culture and cost optimization. Attendees include CIOs and senior IT executives from the largest global commercial and government organizations. Gartner Symposium/ITxpo is considered the single most important industry-focused event for CIOs and their leadership teams. Pivotal new research is introduced by more than 50 Gartner analysts, who explore new ideas and examine strategic implications of evolving technologies and industry trends.

The event is built around the requirements of the CIO and the leadership team. Gartner analysts and industry subject matter experts provide hands-on training, workshops and roundtables, tools and strategies to address mission-critical priorities of the CIO and the organization.

In addition, I’d have access to:

**Industry-specific content**

An entire day is devoted to industry-specific and cross-industry educational advice and insight.

**Peer and analyst engagement**

Attendees problem-solve with Gartner analysts in private one-on-one meetings and share best practices with peers in interactive sessions.

**Cutting-edge solutions**  
Gartner Symposium/ITxpo brings together 90+ companies, providing a time saving and cost-efficient way to meet with vendor representatives in a no-hype, interactive environment. Attendees receive direct access to technologies and solutions company experts.

In addition to the knowledge gained on-site, I would have access to streaming videos of all the Gartner analyst-led track session presentations for 12 months post-Symposium to share with and use to educate and train my staff.

Attending Gartner Symposium/ITxpo would especially help me drive greater outcomes on the following projects:

- [add project or initiative]

- [add project or initiative]

- [add project or initiative]

I am seeking approval for the registration fee and travel expenditures.  
The full conference price is A$4,450 but [Insert one of the options listed below]

Option A:  can be reduced by applying a prepaid Gartner ticket(s).

Option B:  as a public sector organization, we qualify for the reduced rate of A$3,700.

I would be happy to submit a post-conference report that would include an executive summary, major take-aways, tips and a set of recommendations to maximize the return on investment. Also, I would share relevant information with key personnel throughout the organization.

Thank you for considering this request. I look forward to your response.

Regards,