Dear [Boss / Team],  
  
As we head into spring, I’d like to attend [InedoCon 2019: The Automation Journey for Enterprises](https://www.inedocon.inedo.com/), taking place May 22-23, 2019 in Portland, Oregon at the [Courtyard Portland City Center](https://www.marriott.com/hotels/travel/pdxpc-courtyard-portland-city-center/). I’ll be able to meet other sysadmins, architects and developers who are tackling similar DevOps challenges at their organizations.

InedoCon is geared towards [insert role] at organizations like ours that are interested in best practices in software delivery, and need expertise and tools to scale automation, adopt microservice architecture and CI/CD, and build a software delivery process end-to-end.

As a user of [ProGet and BuildMaster], tools that are central to our software development and delivery, my attendance at InedoCon will provide valuable training to help us achieve [fill in team goal] this year. I’ll come away with both strategic direction and tactical advice to improve our existing workflows and get legacy systems under control.

**A ticket to InedoCon includes:**

* A full day of sessions covering continuous delivery, infrastructure automation, and packaging to help us implement a working CI/CD pipeline at our organization. Sessions include:
  + A case study from WebMD on building a CI/CD platform across dozens of microservices and a legacy monolithic application with BuildMaster in play along the way.
  + How Alkami uses ProGet to handle componentization, the move to microservices, and resulting explosion of growth in repos, build plans, packages and deployments.
  + Strategic approaches to introducing automation in compliant-heavy industries, like government.
  + How to leverage ProGet and BuildMaster to simplify applications and prove compliance.
  + How you can add CI/CD to a legacy application through build, deployment, and process automation (from BuildMaster’s product director himself)
* A day of [certification workshops](https://www.inedocon.inedo.com/certification) valued at $2,500 led by InedoCon speakers [Kevin Griffin](https://youtu.be/KGFGemMSWNA), [Mark Johnson](https://youtu.be/2SoCX6dwWPE), and [Kendall Miller](https://confengine.com/user/kendall-miller) on how to make the most of ProGet and BuildMaster, with an option to get on-site certification. I’ll learn how to use the tools to automate builds, create a deployment pipeline, improve vulnerability assessment and testing, and make use of telemetry to enable self-support and centralized alerts/diagnostics.
* Meals, plus entrance to the event’s networking reception.

**Cost for attending:**

If I [register by March 29](https://www.eventbrite.com/e/inedocon-2019-tickets-53073547409), the conference ticket is just $200. With travel and accommodations totaling [fill in cost], the all-in cost would be [total].  
  
Let me know if I’m approved to attend InedoCon. I hope you’ll agree attending is a worthwhile investment for our company.  
  
Thanks,  
[Your Name]