Dear [name],

Planview has announced that the 2017 Horizons - The Planview Customer Conference will take place on October 17th-19th in Austin, Texas. I’d like to request to attend the conference to further extend my knowledge and usage of Planview Enterprise, Troux, Innotas, and Projectplace. It is the largest gathering of Planview customers from all parts of the country, and at all levels of maturity. They can attest that there is a huge benefit and value in attending the event.

By attending the conference I will:

* Receive one-on-one access to Planview experts, leaders, and other Planview customers with similar roles and challenges
* Learn directly from other customers and Planview product experts during general and breakout sessions on best practices and lessons learned, so we can improve on and leverage Planview Enterprise, Troux, Innotas, and Projectplace within our organization
* Participate in a variety of knowledge exchange opportunities such as the Meet the Experts sessions, Inner Circle meet-and-greet, Analytics and Reporting Genius Bar, and networking gatherings
* Have access to multiple mini-training sessions on various functionalities in Planview Enterprise, Troux, Innotas, and Projectplace
* Get a preview of Planview’s roadmap for new features and enhancements in 2017-2018

The regular conference rate is $1495 but if I register by March 31st, we can save $400 on registration (Super Early Bird rate of $995). If we send 3+ attendees, Horizons offers a group discount to bring the fourth attendee for free. By sending more people we can divide and conquer by covering more sessions and get the most benefit from the conference.

Breakfast, lunch, snack and refreshments, as well as evening functions are all included in the conference fee. To learn more about the event, please visit the [Horizons website here](http://horizons.planview.com/global).

Please accept this proposal for my request to attend the event as I’m confident in the significant return we will receive for the investment.  
  
Thank you,

[Your Signature]