To:  <Your manager>

From:  <You>

Subject line: Why CCH Connections: User Conference 2014 is a must attend event for us

<Manager’s name>,

October 26-29, 2014, CCH Connections: User Conference 2014 is being held in Orlando, Florida. Each year, 850-1,000 professionals nationwide attend this conference to stay on top of the latest topics and trends.

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| Top Firm Issues | CCH User Conference provides: |
| * Keeping up with changes and complexity of laws and regulations | * Several courses that will help our firm keep up with tax law changes and the latest accounting and auditing guidelines * Discussion pods and other networking activities that will allow me to learn about best practices from other firms like ours |
| * Bringing in new clients | * Courses on topics that will make the firm more profitable, including bringing in new clients * The chance to meet colleagues in our area that can help us uncover new business development ideas and referral sources |
| * Seasonality/workload compression | * Numerous opportunities to learn how to use our software more efficiently through recent enhancements and features we may not be taking full advantage of * A Technology track that offers several courses about new technology that can make our firm more efficient |
| * Retention of current clients | * Additional training on our software that will make the firm more efficient so we can provide more responsive client service * The chance to talk with other firms and get new ideas and inspiration for ways we can serve our clients better, including new software the firm may want to implement |
| * Succession planning | * The opportunity to learn more about the latest best practices and technology infrastructure that will add value to the firm * An Emerging Leaders track that can help develop the firm’s future managers and provide ideas for sustainability |

Cost estimates for my attendance at this event are below. We have an opportunity to take advantage of the early bird registration period until July 25, 2014. *Early registration will save the firm up to $400*.

Airfare & Transportation $[insert dollar value]

Hotel (3-4 nights at $259 + taxes per night) $1,036 [+ taxes]

Registration for Full Conference $1,795 [exp. July 25, 2014]  
 **Total: $[insert dollar value]**

This conference should deliver exceptional value, and I appreciate your consideration.

Best,

<Your Name>

P.S. Each additional member of our firm that registers to attend will receive a $150 discount. I will be able to send a link to take advantage of the discount offer to others in the firm once I receive your approval and register for this event.