

INBOUND 2023

Convince Your Boss Letter

Copy and paste the information below, and share with your manager.

Dear <Insert Manager's Name>:

I'm writing to request your approval to attend [INBOUND 2023](#). The conference will take place at the Boston Convention & Exhibition Center from September 5-8th, 2022.

Why INBOUND? It's an annual event that teaches the time-tested best practices that have driven the success of HubSpot globally. INBOUND unites thought leaders from over 161 countries across marketing, sales, customer success, and revenue operations. For over 10 years, INBOUND has been educating business professionals at companies, brands, and organizations around the world. The event hosts instructive classes, workshops, and deep dives, many of which are based on the inbound methodology and the flywheel model, which HubSpot and other rapidly growing companies use to align their company around delivering a remarkable customer experience. INBOUND spotlights industry leaders, professors, and thought leaders to deliver world-class education full of universally applicable business methods that help any type of organization solve real-world business challenges. I hope to equip myself with these toolkits and training sessions and bring them back to help our organization.

During this conference, I will learn how to:

- Cultivate an organization that supports consistent delivery of exceptional quality service
- Adapt cutting-edge growth strategies to assess and improve our organization
- Communicate a leadership vision that inspires excitement and motivation in our team
- Apply key ingredients of HubSpot's award-winning employee engagement strategy, repeatedly top-ranked on Glassdoor and Comparably over the years, to strengthen our culture
- Foster a collaborative environment that draws on the creative resources of our entire organization
- Keep a pulse on emerging trends in generative AI, recession-proofing, and more—from the trusted industry leaders, academics, and futurists capable of forecasting the coming year
- Practice time-tested principles for building and fortifying our brand

Here are a few more important details about this event. Attendees will:

- Connect in person with some of the biggest brands in marketing and tech through interactive booths, talks, engaging networking sessions, and more
- Hear from unparalleled founders and business leaders—past speakers include Disney's Bob Iger, President Barack Obama, NYT bestselling author Chimamanda Ngozi Adichie, HubSpot's Dharmesh Shah, Spotify's Dawn Ostroff, and Dr. Jane Goodall, to name a few.
- Dive into breakout sessions facilitated by thought leaders I can actively engage with—like seasoned HubSpot and industry leaders who have prior professional experience working in a variety of different departments (i.e. marketing, sales, services, front line operations, finance/accounting, etc.).
- Build an exciting, creative community—INBOUND is attended by other business professionals like me, from a wide variety of companies and industries, so I will be able to create a robust, useful network for collaboration, potential partnerships, and more.

Here's the approximate breakdown of costs for me to attend:

In-person passes General Admission	\$USD<Insert current price>
VIP PASS	\$USD<Insert current price>
Hotel:	\$1000 >
Other Travel Expenses:	\$< Insert Amount >
Total:	\$<Insert Total>

I hope you agree that this will be a great opportunity for me to bring back new ideas and methods that will ultimately benefit our organization. Upon my return, I will be ready to share key takeaways, including practices we can start to implement immediately.

I would appreciate your timely approval for me to attend. If you have any questions about this opportunity, please don't hesitate to let me know.

Thank you for your consideration!

Best regards,

<Insert Name>