

Subject line: Request to attend AR Engage Live 2025

Hi [Your Manager's Name],

I'm writing to ask for your approval to attend [AR Engage Live 2025](#) (November 12-13 in San Francisco) to strengthen our analyst relations program and drive better business outcomes.

Why this event matters for our business

This year's theme—"From Influence to Impact: Where AR Transforms Business"—directly addresses our need to demonstrate how analyst relations drives revenue and market positioning. The event brings together 100-150 senior AR professionals to share proven strategies for connecting AR activities to measurable business results.

I believe I would leave AR Engage Live with several tangible benefits:

- Frameworks for measuring AR's impact on sales pipeline and deal velocity
- Strategies to improve our positioning in key industry reports (which directly influence buyer decisions)
- Actionable insights for scaling our AR efforts without proportional resource increases
- Stronger relationships with my fellow AR professionals, whom I can turn to for guidance when navigating a new challenge

Investment required

- Full access to all keynotes, workshops, and networking sessions \$0
- Airfare \$[insert estimate based on where you live]
- Hotel (3 nights - Nov. 11-14) \$1,000
- Meals/Incidentals \$300
- **Total** **\$[insert total]**

If permitted to attend AR Engage Live, I will:

- **Before the event:** Notify you of the sessions that I plan to attend
- **After the event:** Share a recap detailing what I learned and how I plan to apply those learnings to our AR program

Thank you for taking the time to consider this request!

Best,

[Your Name]