

Subject line: Request to attend AR Engage Live 2026

Hi [Your Manager's Name],

I'm writing to ask for your approval to attend [AR Engage Live 2026](#) (November 11-12 in Boston) to strengthen our analyst relations program and drive better business outcomes.

Why this event matters for us

The event brings together over 100 senior AR professionals in person to share what they're doing to drive tangible results. This year's theme is "Focus, Clarity, Trust," which addresses several needs of our AR program, including staying focused amidst the proliferation of analyst firms/evaluations and communicating the business impact of our work with clarity.

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

- Vetted frameworks for determining how to allocate time and resources across analysts and influencers
- Proven strategies to improve our positioning in key industry reports
- Practical ideas for using AI to work more efficiently
- 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. 10-13) \$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]