Dear **[INSERT MANAGER’S NAME]**,

I’d like to attend [MessageGears’](https://messagegears.com/) invitation-only enterprise marketing event, [Accelerate](https://www.accelerate.messagegears.com/), on Oct. 1 - 3 in Atlanta, GA.

**What is Accelerate?**

Accelerate is a one-and-a-half-day event that allows MessageGears customers and fellow big brands to share stories, collaborate, and learn how to forge strong B2C relationships with innovative, data-driven marketing.

Accelerate 2023 will cover topics such as:

* Improving our mobile customer experience
* Delivering top-tier customer experiences at every touch point
* The future of customer engagement technology

**How much does it cost?**

The hotel accommodations, food, and registration are **FREE**. We only need to cover travel expenses to Atlanta, which will cost about **{AMOUNT HERE}** for a flight. They’ll even cover my Uber to and from the airport.

**Why do I want to go?**

Many of the best marketing strategies, campaigns, and creative ideas come from collaborating with other marketers. Some really successful brands – Best Buy, Sherwin-Williams, OpenTable, Party City, and Groupon – attended Accelerate last year, and while we’re together, they’ll reveal exactly how they’re leveraging MessageGears in their segmentation and personalization efforts. This will be a great chance for us to network with and learn from these influential teams.

**Here are just a few ways attending Accelerate will help benefit {COMPANY NAME}:**

* **Goal 1** (State a personal goal. For example: professional development, or networking with people in the same role as you/ at similar brands as yours.)
* **Goal 2** (State a goal that will help achieve your department's goals. For example: I’ll learn how our peers are delivering top-tier customer experiences using MessageGears.)
* **Goal 3** (State a goal that will help you achieve your company’s quarterly or annual goal. For example: I’ll learn new ways to improve the partnerships between IT, data, and marketing so that we can see better campaign results faster.)

**What does the schedule look like?**

**Sunday, October 1**

7:00 p.m. Welcome Reception

**Monday, October 2**

8:30 a.m. Breakfast

9:30 a.m. Welcome and Opening Message

10 a.m. Main Session ft. an Industry Partner

10:20 a.m. Guest Keynote: Shar VanBoskirk, Forrester

11:15 a.m. Connected Conversations: Breakout Roundtables

1:00 p.m. MessageGears Customer Case Study

1:30 p.m. Leaning into Mobile

2:00 p.m. Main Session ft. an Industry Partner

2:30 p.m. Afternoon Activities

7:00 p.m. Dinner

9:00 p.m. Connected Cocktails

**Tuesday, October 3**

8:30 a.m. Breakfast

9:30 a.m. MessageGears Customer Case Study

9:45 a.m. MessageGears Product Roadmap

11:00 a.m. Closing Remarks

Thanks for considering my request. I look forward to hearing your thoughts as I hope to secure my spot and book my flight soon.

Best,

**[INSERT YOUR NAME HERE]**