**Convince Your Boss**

**QCon San Francisco 2018**

Dear (NAME),

During our research on software conferences, we discovered QCon San Francisco, a global software conference for software engineers, architects and team leaders taking place this November 5-7th. We would find value in attending this year because the agenda features a number of talks on [insert example talk] from speakers such as [insert speaker name and bio] that will directly help us with [insert project or goal]. Specific sessions that we would attend include:

* [Insert title of session, synopsis, speaker]
* [Insert title of session, synopsis, speaker]
* [Insert title of session, synopsis, speaker]
* [Insert title of session, synopsis, speaker]
* [Insert title of session, synopsis, speaker]

As well as the sessions listed, we’ve identified these speakers we would like to network with to find out more about how they have approached [insert challenge]:

* [Insert speaker name, title, synopsis of their talk]
* [Insert speaker name, title, synopsis of their talk]
* [Insert speaker name, title, synopsis of their talk]

We believe attending as a team would allow us to consider what we’ve learnt each day and convert into a plan on how we could apply these insights to tackle our projects, continue to improve the quality and impact of our work, and support our company objectives. We would share these with you and the rest of the team so we could align on our next steps.

There will be over 1,600 attendees at QCon San Francisco this year with 140+ speakers who work in software. From our research on software conferences, QCon is the one that feels the most valuable to us because of its focus is on learning, sharing and discussing new and emerging techniques in software from those actually doing the work rather than a sponsor-led conference showcasing their technology.

We’ve looked into the costs for us to attend and broken them down below:

* Event registration: $
* Airfare / travel: $
* Hotel: $
* Expenses for meals (QCon registration includes breakfast and lunch so this would only be for evening meals): $
* Total: $

QCon offers pricing discounts for teams attending so by purchasing together we save $[insert value] then if we all registered individually.

Thank you for taking time to consider this request. We’d be happy to discuss more with you in more detail if needed.