Dear [Approving Manager],

I am writing to request your approval to attend [Big Data Week Conference](http://london.bigdataweek.com/), on November 25th in London.

After reviewing the [full agenda](http://london.bigdataweek.com/schedule/) and [the speakers lineup](http://london.bigdataweek.com/speakers/) I know that by attending the conference, I will come back with a wealth of knowledge on how to get more out of our big data projects implementation, such as:

* Getting the most of our company data using the right tools;
* Discovering new analytic approaches and useful data technologies that may help us become more efficient, effective and secure;
* Making new connections and identifying new leads.

I will find out how some of the world's most successful companies tackle and use big data from their innovative use cases:

**- Honest Cafe case** (brought by EBI Solutions): an unmanned cafe chain that shows how young businesses can leverage predictive analytics;

            **- Exterion & Telefonica case:**  How to create value from mobile data, new ways Out of Home advertising can be optimized and sold;

            **- Copenhagen Hitachi data exchange:** a unique marketplace of private and public data that could benefit all major industries targeting city offered services;

            **- Shop Direct,** 2nd largest retailer in UK and Ireland will share their Big Data experiences, going from exploring data models to predictive analysis benefits;

            - **Dunnhumby**, the retail focused customer science company, will present their view on the benefits of data in retail business.

Over one week, with the **VIP** **ticket**, I will have access to:

* All the conference talks: keynotes, businesses and technical tracks;
* One data science workshop;
* 2 big data training sessions;
* 3 panels with the leading influencers form big data industry;
* Hackathon;
* 70% discount for an additional conference ticket;

Many of the keynotes and sessions are clearly aligned with our company goals – or specifically address some of our biggest challenges. I plan to attend the following Big Data Week sessions:

* To be completed

The participation requests only a day out of office, the rest of the events are in the afternoon.

Please accept this proposal to attend Big Data Week as I am confident in the significant return we will receive for this relatively small investment.

Thank you for your time,
[Your signature]